



Color Story[®]

18 East 48th Street, Suite 1104 NYC, NY 10017

☎ 800-223-1232 212-832-8013 📠 212-308-3621 🌐 www.colorstory.com

Marketing



Celebrate in color[®]



Dear Retailer,

Color Story is proud to present you with our marketing book. This is only a small sample of what we can offer. If you are in need of any further information, please contact me at 212-832-6899 or email me at amiel@colorstory.com.

This book contains the following (all of which were created in house):

- Consumer magazine ads.
- Sample catalog and brochure pages.
- Ads, catalog pages, postcards, billboards, web pages, etc. customized for retailers.
- Editorial and web exposure.
- Color Story presentation DVD and/or Image Library CD.

I hope you will consider utilizing our strong creative ability to build your Color Story sales.

Regards,

A handwritten signature in blue ink, appearing to read "Amiel Weisblum".

Amiel Weisblum
Creative Director



Color Story®

18 East 48th Street, Suite 1104 NYC, NY 10017

☎ 800-223-1232, 212-832-8013 📠 212-308-3621 🌐 www.colorstory.com

Appeared in: Harper's Bazaar Feb 07, New York Moves Feb 07



Manhattan pave



Available at selected retailers

Newton's, AR (479) 782-9123
Pagans Jewelry, AR (870) 932-6256
Robersons Jewelry, AR (501) 664-9000
Mundy & Co., CA (530) 343-2391
Patronik Designs, CA (415) 922-9716
The Yellow Brick Road, CA (408) 395-9225
The Vault, CA (559) 225-5363
Hurdles & Co., CO (303) 443-1084
David Harvey Jewelers, CT (203) 838-0627
Elegant Slumming, DE (302) 227-5551
J.E. Caldwell, DE/PA (610) 642-6400
J.R. Dunn Jewelers, FL (954) 782-5000
Maharaja, FL (850) 763-4224
Park Promenade, FL (407) 644-7119
Reflections Of The Heart, HI (808) 734-1200
The Diamond House, KS (785) 232-9660

Randy Cooper, KS (316) 634-1799
Fakier's Jewelry Store, LA (985) 876-6200
Navarra's, LA (337) 433-3637
Paul's Jewelry, LA (337) 233-6975
Alpha Omega Jewelers, MA (617) 864-1227
Snyth Co., MD (410) 252-6666
Tapper's Jewelry, MI (248) 932-7700
Becky Beauchine Kulka, MI (517) 347-4000
Scheherazade, MN (952) 926-2455
Maxon's Diamond Merchants, MO (417) 887-1800
Carlyle & Co., NC (704) 366-4545
Simms Jewelers, NJ (908) 781-7818
Glenn Cutter, NM (505) 524-4300
De Natale Jewelers, NY (212) 317-2955
La Gravinese Jewelers, NY (914) 834-4424
Michael's Jewelry, NY (516) 776-4400

Adamas Jewelry, OH (330) 758-3185
Brockhaus Jewelry, OK (405) 321-4228
Irving Schiffman, PA (412) 391-1178
Jack Kellimer Jewelers, PA/NJ (215) 627-8350
Field & Rose, RI (401) 331-5323
Bob Richards, TN (901) 751-8052
Bachendorf's, TX (214) 692-8400
Copeland Jewelers, TX (512) 330-0303
Deutsch & Deutsch, TX (956) 994-9370
Luxor Custom Jewelers, TX (817) 498-3600
Lacy & Co., TX (915) 584-4700
Mystique, VA (703) 836-1401
Schwarzschild Jewelers, VA (804) 344-0150
Chalmers Jewelers, WI (608) 233-4700
Husar's House of Fine Diamonds, WI (262) 334-3453
Hines Goldsmith, WY (307) 733-5599

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For a retailer near you call (800) 223-1232 or Visit www.colorstory.com



Rhapsody Cocktail Rings



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AVAILABLE AT SELECTED RETAILERS

ALPHA OMEGA JEWELERS MA (617) 864-1227
BIGHAM JEWELERS FL (239) 434-2800
BROCKHAUS JEWELRY OK (405) 321-4228
CARTER'S FINE JEWELRY MA (978) 646-8811
CARLYLE & CO. Various Locations (704) 366-4545
CORNELL'S JEWELERS NY (585) 264-0100
DACEL'S JEWELERS WA (425) 643-2610
DE NATALE JEWELERS NY (212) 317-2955
ECOLIN NY (631) 473-1117
ELEGANT SLUMMING DE (302) 227-5551
F. GERALD NEW NJ (973) 425-4485
FIELD & ROSE RI (401) 331-5323
FISHMAN JEWELERS NY (516) 822-5105
HAMILTON JEWELERS NJ (609) 771-6010
HINES GOLDSMITHS WY (307) 733-5599
J.E. CALDWELL Various Locations (610) 642-6400

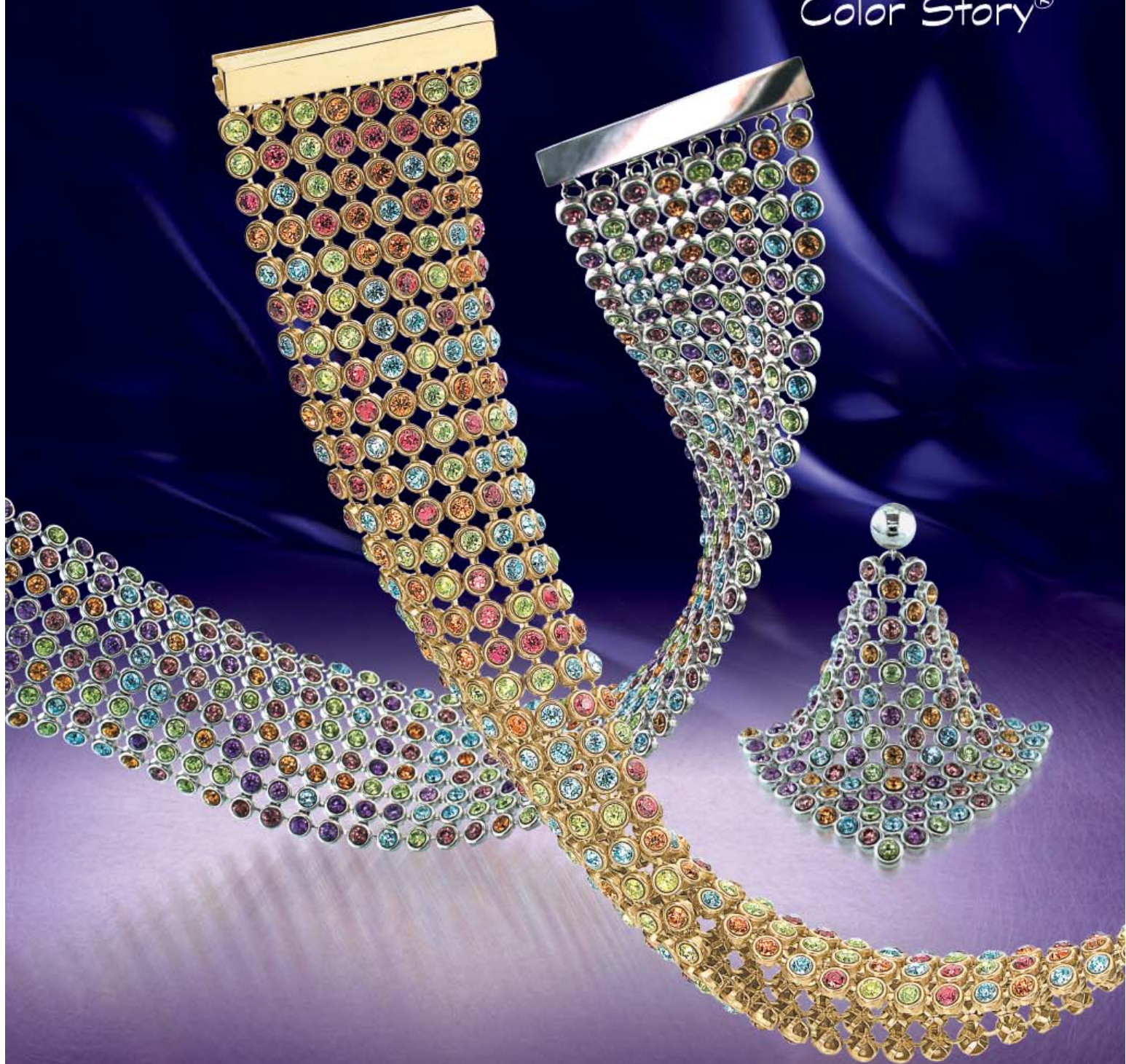
J.R.DUNN JEWELERS FL (954) 782-5000
JACK KELLMER Various Locations (856) 795-3500
JOSEPH JEWELERS GA (912) 634-9060
LAURA PEARCE GA (404) 350-9207
LEON BENARI PA (610) 363-8450
MYSTIQUE JEWELERS VA (703) 836-1401
PAMPILLONIA JEWELERS TX (214) 503-7272
PARK PROMENADE Various Locations (407) 644-7119
PATRONIK DESIGNS CA (415) 922-9716
PAULS' JEWELRY LA (337) 233-6975
RANDY COOPER KS (316) 634-1799
SCHEHERAZADE JEWELERS MN (952) 926-2455
SCHWARZSCHILD JEWELERS VA (804) 644-1941
SMYTH JEWELERS MD (410) 252-6666
VAN COTT JEWELERS NY (607) 729-8700
WILNERS FL (954) 473-9030

For a retailer near you call (800) 223-1232

Appeared in: Harper's Bazaar November 06, Marie Claire November 06

Jewelmesh® Collection


Color Story®
WWW.COLORSTORY.COM



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ADAMAS JEWELRY, OH (330) 758-3185
BEN GARELICK JEWELERS, NY (716) 631-1584
BOWERS JEWELERS, CA (858) 459-4230
CARLYLE & CO., VARIOUS LOCATIONS (704) 366-4545
CARTER'S FINE JEWELRY, MA (978) 646-8811
CB HURDLES & CO., CO (303) 443-1084
COPELAND JEWELERS, TX (512) 330-0303
DAVID HARVEY JEWELERS, CT (203) 838-0627
DE NATALE JEWELERS, NY (212) 317-2955
DISTINCTIVE GOLD JEWELRY, IL (815) 469-2929
ELEGANT SLIMMING, DE (302) 227-5551

EXPRESSIONS IN GOLD, FL 561-483-6002
FAKIER'S JEWELRY STORE, LA (985) 876-6200
HINES GOLDSMITH, WY (307) 733-5599
IRVING SCHIFFMAN, PA (412) 391-1178
J.E. CALDWELL, VARIOUS LOCATIONS (610) 642-6400
JACK KELLNER, VARIOUS LOCATIONS (856) 795-3500
JOHN ANTHONY JEWELERS, MO (636) 394-8240
MAHARAIA, FL (850) 763-4224
MAXON'S DIAMONDS, MO (417) 887-1800
MORGAN & CO., CA (310) 208-3377
MUNDY & CO., CA (530) 343-2391

NEWTON'S, AR (479) 782-9123
PARK PROMENADE, VARIOUS LOCATIONS (407) 644-7119
PATTIE'S GEMAGINATION, CO (970) 925-4428
SCHEHERAZADE, MN (952) 926-2455
SID POTTS, LA (318) 797-2929
STOVERUD'S, MT (406) 542-2412
STRAITH'S JEWELRY, IL (618) 532-4141
TAPPER'S JEWELRY, MI (248) 932-7700
WILL JEWELERS, IN (260) 432-5126
THE YELLOW BRICK ROAD, CA (408) 395-9225
ZADOK JEWELERS, TX (713) 960-8950

Appeared in: W Jewelry Fall 05

Jewelmesh™ Collection



AVAILABLE AT SELECTED RETAILERS

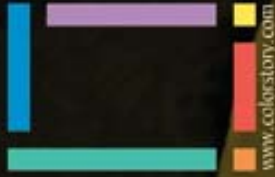
ALPHA OMEGA JEWELERS MA (617) 864-1227
BECKY BEAUCHINE KULKA MI (517) 347-4000
BIGHAM JEWELERS FL (239) 434-2800
CHRISTY JEWELERS CO (970)-949-7996
CARLYLE & CO. Various Locations (704) 366-4545
DAVID HARVEY JEWELERS CT (203) 838-0627
DE NATALE JEWELERS NY (212) 317-2955
ELEGANT SLUMMING DE (302) 227-5551

EXCLUSIVELY DIAMONDS MN (507) 345-1658
FABRI FINE JEWELRY WA (425) 453-0373
J.E. CALDWELL Various Locations (610) 642-6400
J.R. DUNN JEWELERS FL (954) 782-5000
JACK KELLMER Various Locations (856) 795-3500
LACY & CO. TX (915) 584-4700
MORGAN & CO. CA (310) 208-3377
NEW STAR JEWELERS IL (815) 741-8502
PARK PROMENADE Various Locations (407) 644-7119

PATRONIK DESIGNS CA (415) 922-9716
PAULS' JEWELRY LA (337) 233-6975
SCHEHERAZADE JEWELERS MN (952) 926-2455
SCHIFFMAN'S JEWELERS PA (412) 391-1178
SCHWARZSCHILD JEWELERS VA (804) 644-1941
TAPPER'S JEWELERS MI (248) 932-7700
TREASURES IN JEWELRY NY (914) 765-0100
ZADOK JEWELERS TX (713) 960-8950

For a retailer near you call (800) 223-1232

Appeared in: W Jewelry Spring 05



Color Story®

AVAILABLE AT SELECTED PRESTIGE RETAILERS

CATHY EASTHAM FINE JEWELRY, TX 432-682-8008
CORNELL'S JEWELERS NY 585-264-0100
CY FREDRICS, IL 847-564-8828
ELEGANT SLUMMING, DE 302-227-5551
FRANCOIS DUPONT, CT 203-226-9804
GREGORY'S, TX 254-947-5703
J. R. DUNN JEWELERS, FL 954-782-5000
JALIN JEWELERS, TX 972-985-1400

JE CALDWELL & CO, PA 610-265-5066
PATRONIK DESIGNS, CA 415-922-9716
R & M WOODROW, NY 914-967-0464
ROSE JEWELERS, NY 631-283-5757
SCHIFFMAN JEWELERS, PA 412-391-1178
SCHWARZSCHILD JEWELERS, VA 804-644-1941
SIMMS, NJ 908-781-7818
WILNER'S, FL 954-473-9030

For a retailer near you call 800-223-4232

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Jewelmesh Collection

Appeared in: Marie Claire October 06, Harper's Bazaar September 06



Color Story®

Celebrate in Color®

ALPHA OMEGA JEWELERS, MA (617) 864-1227
BACHENDORFS, TX (214) 692-8400
BIGHAM, FL (239) 434-2800
CARLYLE, Various Locations (704) 366-4545
CORNELLS JEWELERS, NY (585) 264-0100
DAVID'S LTD, NC (704) 364-6543
DE NATALE JEWELERS, NY (212) 317-2955
ELEGANT SLUMMING, DE (302) 227-5551
HUSAR JEWELERS, WI (262) 334-3453
J.E. CALDWELL, Various Locations (610) 642-6400
JACK KELLMER, Various Locations (856) 793-3500
LEON BENARI DIAMONDS, PA (610) 363-8450
MAHARAJA, FL (850) 763-4224
MAXON'S DIAMONDS MERCHANTS, MO (417) 887-1800
MICHAEL KOHN, NJ (908) 233-8811
MYSTIQUE, VA (703) 836-1401
NEWTON'S, AR (479) 782-9123
PARK PROMENADE, Various Locations (407) 644-7119
PATRONIK DESIGNS, CA (415) 922-9716
RANDY COOPER, KS (316) 634-1799
ROSE JEWELERS, NY 631-283-5757
SALEM'S, TX (830) 693-2212
SCHWARZSCHILD JEWELERS, VA (866) 968-0800
SMYTH, MD (410) 252-6666
TAPPER'S JEWELRY, MI (248) 932-7700
THE VAULT, CA (559) 225-5363
WILNER'S FINE JEWELRY, FL 954-473-9030
ZADOK, TX (713) 960-8950

Appeared in: W Jewelry Summer & Holiday 05, Harper's Bazaar August 05, Harper's Bazaar May 06



Diagrams by
Color Story[®]
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Strand[™] Diamond Suite

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Patent Pending

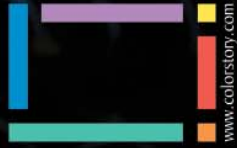
AVAILABLE AT SELECTED RETAILERS

ALIE & SONS, NH (603) 436-0531
BEN GARELICK, NY (716) 631-1584
CARTER'S FINE JEWELRY, MA (978) 646-8811
CHEVALIER JEWELERS, CO (303) 791-3001
DAVID HARVEY JEWELERS, CT (203) 838-0627
DE NATALE JEWELERS, NY (212) 317-2955
ELEGANT SLUMMING, DE (302) 227-5551
ENVI JEWELERS, UT (801) 272-9189
FRANCOIS DUPONT, CT 203-226-9804

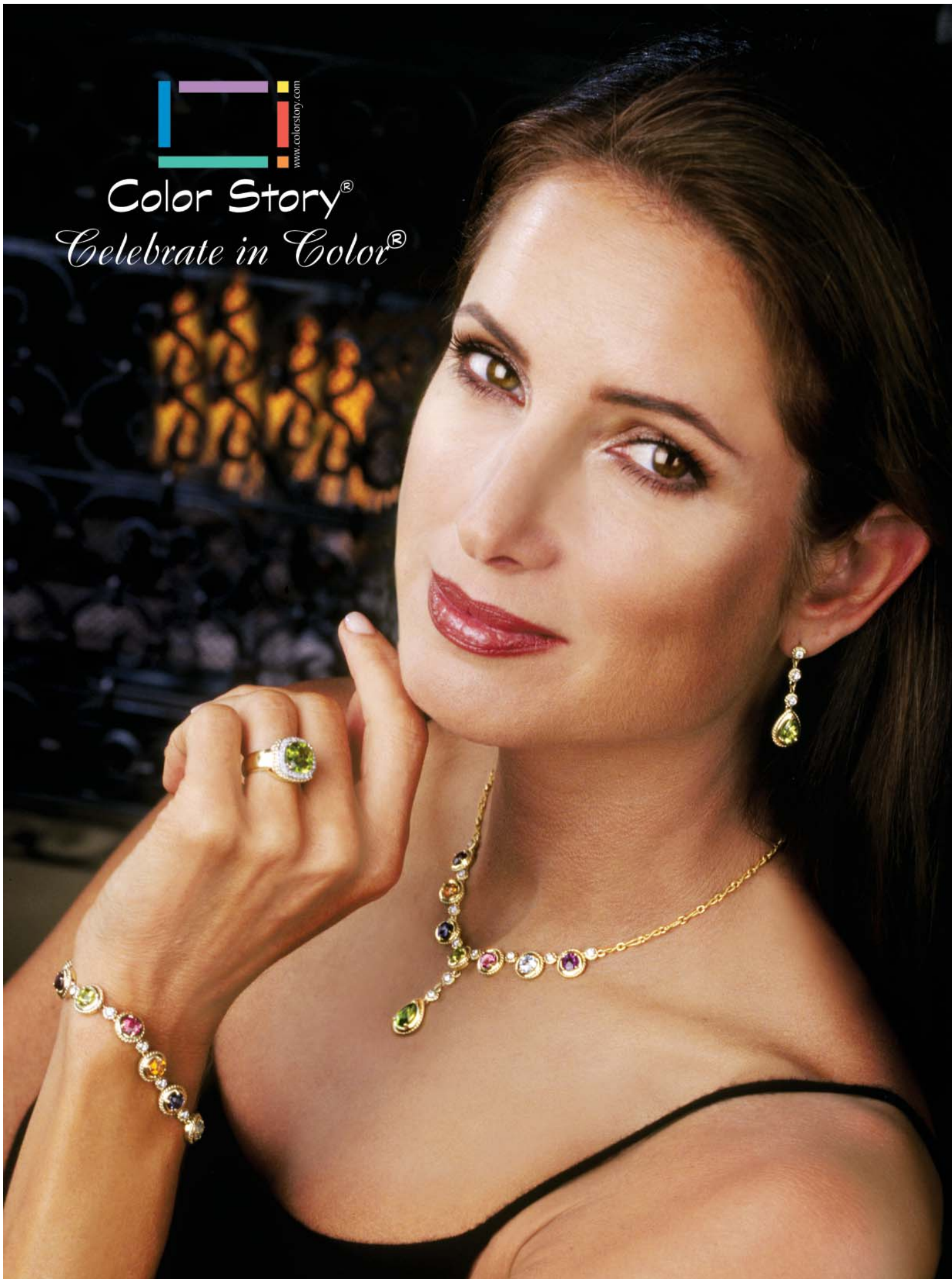
GOLD N DESIGNS, MO (816) 246-1935
HINES GOLDSMITHS, WY (307) 733-5599
HOLLAND JEWELERS, TX (325) 655-3135
J.E. CALDWELL, Various Locations (610) 642-6400
J.R.DUNN JEWELERS, FL (954) 782-5000
JALIN JEWELERS, TX (972) 985-1400
LA GRAVINESE JEWELERS, NY (914) 834-4424
LUXOR CUSTOM JEWELERS, TX (817) 498-3600
PAULS' JEWELRY, LA (337) 233-6975

For a retailer near you call (800) 223-1232

R & M WOODROW, NY 914-967-0464
ROSE JEWELERS, NY 631-283-5757
ROTTERMOND JEWELERS, MI (248) 685-1150
SCHIFFMAN'S JEWELERS, PA (412) 391-1178
TAPPER'S JEWELERS, MI (248) 932-7700
TREASURES IN JEWELRY, NY (914) 765-0100
VAN COTT JEWELERS, NY (607) 729-8700
VAN GUNDY & SONS, CA (805) 987-7741
WILNER'S, FL 954-473-9030



Color Story[®]
Celebrate in Color[®]






Color Story®

"Confetti Jewelmesh". Necklace \$3,510. Earrings \$1,975.

Color Story Catalog

Color Story®
 18 East 48th Street, Suite 1104 NYC, NY 10017
 ☎ 800-223-1232 212-832-8013 📠 212-308-3621 🌐 www.colorstory.com

Celebrate in color®
 Winter 07

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Pink Avenue

NEHEPPIA COME DIA \$1790 Gem 11.0, Dia 2.88

EHDA PERPT \$1200 Gem 5.48, Dia 1.88

NEHEPPIA COME DIA \$1790 Gem 7.97, Dia 1.81

PNDSIA BTRK \$1200 Gem 2.97, Dia 1.44

EHHC PLRPT \$1200 Gem 2.81, Dia 1.48

EHHC PFB1 \$1200 Gem 2.51, Dia 1.07

PNDSIA PT \$1800 Gem 2.61, Dia 1.14

HESSIA COME DIA \$1700 Gem 7.5, Dia 1.1

BIHC COME DIA \$1800 Gem 6.46, Dia 1.10

Call 800-223-1232 to order

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2Side (reversible)

NEHDI 11 Inch COME111 \$1130

BIHDI 7 Inch COME111 \$1000

BIHDI 11 Inch Wrap COME111 \$1490

NEHDI 11 Inch COME111 \$1130

EHDP1PK \$1000 Dia 11.21

EHDP1BT \$1000 Dia 11.21

EHDP1LK \$1000 Dia 11.21

EHDP1OT \$1000 Dia 11.21

BIHDI 11 Inch Wrap COME111 \$1000

NEHDI 12 Inch COME111 \$1620

NEHDI 18 Inch COME111 \$1470

BIHDI 7 Inch COME111 \$1000

Call 800-223-1232 to order

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The Strand Collection

EH3DI DIA 4.10

EH3DI PEDA \$2350

EH3DI LEDA \$1690

EH3DI BLEDIA \$1550

EH3DI AME/PERDIA \$1620

EH3DI PERBEDIA \$1620

EH3DI SQAQLEDIA \$1480

EH3DI HODIA \$1760

EH3DI BTRADIA \$1600

EH3DI BTRPERDIA \$1650

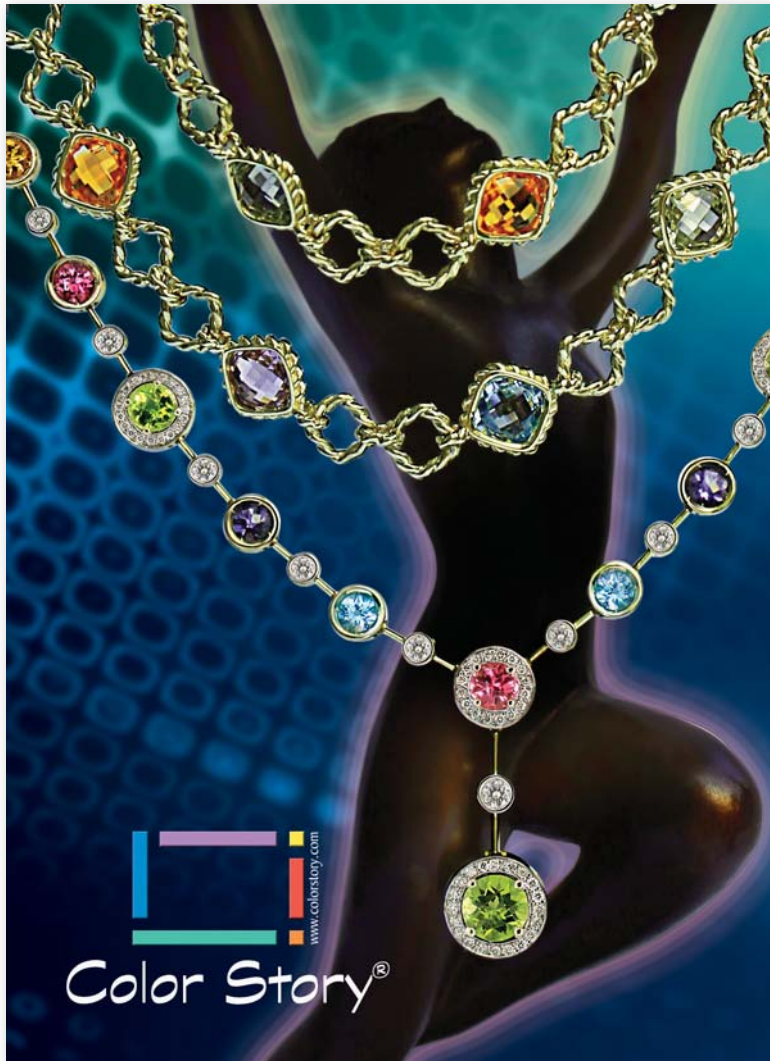
EH3DI CEDIA \$1620

EH3DI CTRPERDIA \$1480

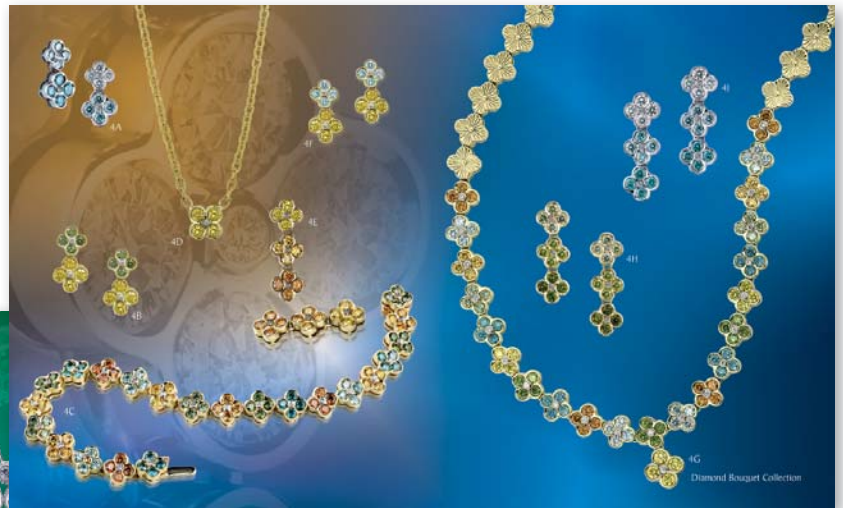
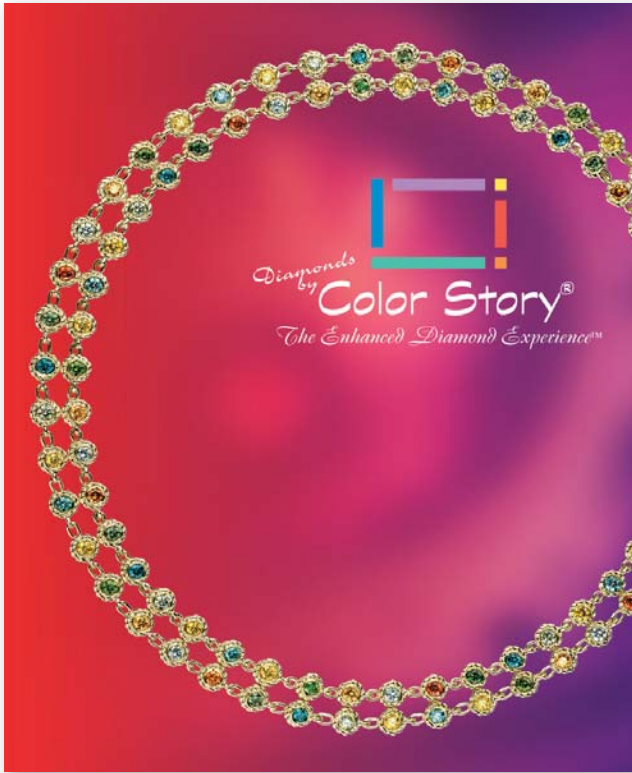
Call 800-223-1232 to order

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Color Story Brochures



Color Story Brochures



Color Story in Retailer's Ads

Four ad slicks, perfect for advertising in your local newspaper.

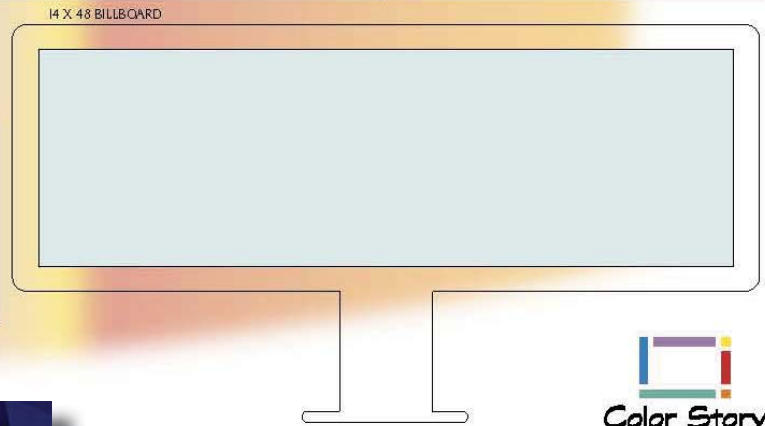
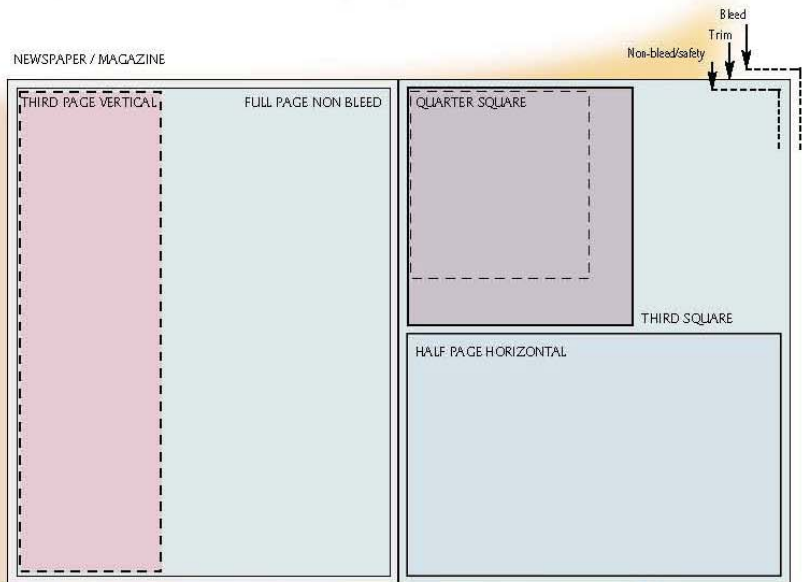
Just add your store logo, and they're ready to run!

(Please contact us for the proper file format; this document is not set for press)

Color Story has four ad slicks available that have been designed to conform to size specifications of the newspaper industry (see page 2-5). The customization required, such as including your store's logo and contact information, can be executed by Color Story's advertising department. You can also use the slicks in other print media, such as local business magazines, special event programs, newspaper supplements, duratrans or bill-board.

Color Story will also modify any ad to a specific need or dimension you may have. Please note that even if we are not displaying all possible ratios in this document we still have the capability to achieve any goal you may have. We will even create a unique ad that will feature the specific products you are carrying and that will complement your aesthetic needs.

Color Story has an extensive marketing program in place which includes: national advertising, promotional material, postcards, brochure etc. Please feel free to contact Amiel Weisblum / Marketing & Creative Director at amiel@colorstory.com, Call direct (212) 832-6899 or (800) 223-1232



Color Story in Retailer's Ads

Hines_Manhattan pave_weekly paper_I206

Glenn Cutter_Manhattan pave_Newspaper_I206

Color Story®
Manhattan pave'

Hines Goldsmiths
WISHES YOU HAPPY HOLIDAYS
80 CENTER STREET 307-733-5599 HOURS 10-7:00

Color Story®

GLENN CUTTER JEWELERS & GALLERY
2640 El Paseo Road • Las Cruces, New Mexico 88001 • (505) 524-4300

Manhattan pave'

Color Story®

ELEGANT Slumming
Fine Jewelry

Celebrate in Color!
Decorate your Holidays with Color Story
Exclusively at Elegant Slumming
OPEN EVERYDAY THROUGH CHRISTMAS EVE
(302) 227-5551 - 33 BALTIMORE AVE
REHOBOTH BEACH

Elegant Slumming_Manhattan pave_Cape Gazette_I206

Color Story®

Hines Goldsmiths
WISHES YOU HAPPY HOLIDAYS
80 CENTER STREET 307-733-5599 HOURS 10-7:00

Color Story®

SCHERAZADE
DIAMONDS AND FINE JEWELRY
The Galleria • 69th & France • Edina
www.sjewelers.com 952-926-2455

Scheherazade_Manhattan pave_Opera_0506.jpg

Hines_Manhattan pave_jhnewsandguide_I206

Color Story in Retailer's Ads

GoldnDesign_Strand_KC Star_0405

GOLDnDESIGNS
Handcrafted Jewelry of Distinction

Color Story®

239 SE Main Street • Downtown Lee's Summit

Ecolin
FINE JEWELRY
Port Jefferson's Oldest & Largest Fine Jeweler Since 1971

Lighthouse Landing
14 East Broadway
Port Jefferson
631-473-1117

The Strand Collection

Color Story®

Ecolin_Strand_Distinction Mag_0405

The Strand Collection

Wilner's
FINE JEWELRY

Precious gifts for priceless moments

258 South University Drive, Plantation, FL 33324
954.473.9030 Fax: 954.452.8804

Wilners_Strand_Westone Lifestyle_0405

Hines
Goldsmiths

WISHES YOU HAPPY HOLIDAYS

80 CENTER STREET 307-733-5599 HOURS 10-7:00

Hines_Strand_jhnewsandguide_1206

GOLDnDESIGNS
Handcrafted Jewelry of Distinction

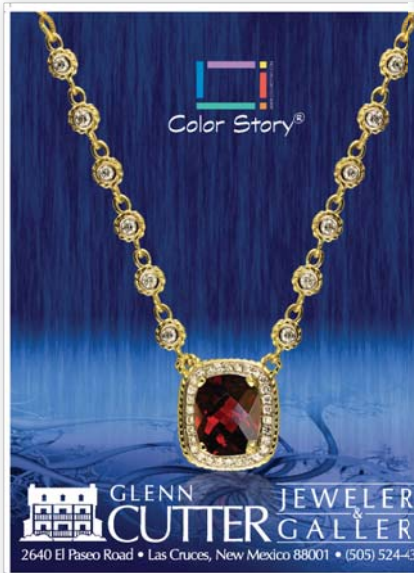
Color Story®

www.goldndesigns.com
816.246.1935

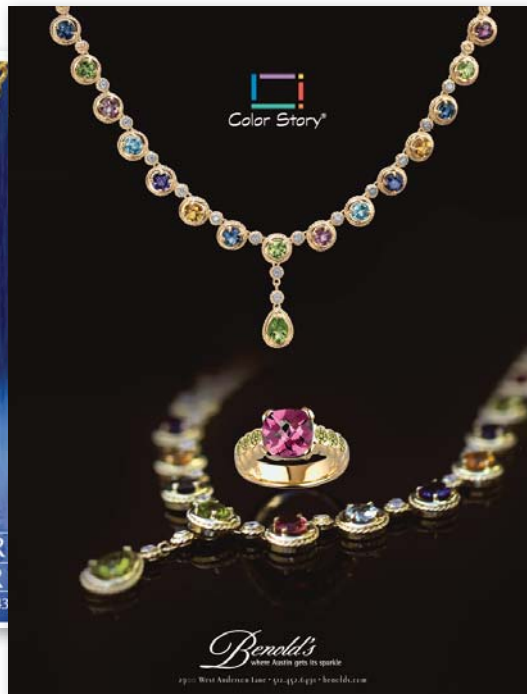
239 SE Main Street • Downtown Lee's Summit

GoldnDesigns_Strand_Billboard_1105

Color Story in Retailer's Ads



Glenn Cutter_Strand_Newspaper_I206



Benolds_Strand_Austin Monthly_I106

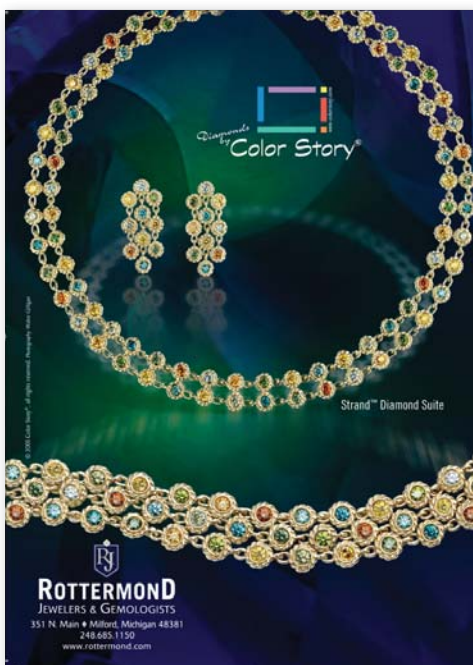
Bigham Jewelers_Strand & Rhapsody_Ritz Carlton Hotel2_0406



Field & Rose_Postcard_I205b



Elegant Slumming_Strand Diamonds_Cape Gazette_I206



Rottermond_Strand Diamonds_Postcard_0806

Color Story in Retailer's Ads

Cornell's_Rhapsody_Rochester Mag_1006

Color Story®

Rhapsody Cocktail Rings

YOUR DIAMOND DESTINATION

CORNELL'S
JEWELERS

Established 1923

(585)264-0100 www.cornellsjewelers.com

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Color Story®

Rhapsody Cocktail Rings

DAVID'S LTD.

COTSWOLD VILLAGE SHOPS - CHARLOTTE, NC 28211
704-384-8543
WWW.DAVIDSLTD.COM

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David's Ltd_Rhapsody_SouthPark Mag_0906

TRUNK SHOW

Thursday, March 23 & Friday, March 24

Color Story®

Rhapsody Cocktail Rings

ecolin
FINE JEWELRY
Port Jefferson's Oldest & Largest Fine Jeweler Since 1971

Lighthouse Landing
14 East Broadway • Port Jefferson • (631) 473-1117

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Ecolin_Rhapsody_Long Island Mag_0606

Color Story®

Rhapsody Cocktail Rings

BIGHAM
JEWELERS

Bigham Galleria 2425 Tamlami Trail North - 239-434-2800 - www.bighamjewelers.com

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Bigham Jewelers_Rhapsody_N Mag_0306

Color Story in Retailer's Ads



Naifeh fine Jewelry_Rhapsody_Fridayland_0406

Patronik Design_Rhapsody_Hotel hardbound book_0805



Mystique_Rhapsody_Postcard_0906



Sid Potts_Rhapsody_Parish Scope_0406.



Reflections of the Heart_Rhapsody_Postcard_1006

Color Story in Retailer's Ads

Bigham Jewelers_Rhapsody_Naples Daily_0306

Color Story®

Celebrate haute hues.

From Hamilton's Gemstone Collection. Beautifully crafted in 14k gold, these 3-stone rings and 2-stone pendants are offered in a variety of gemstone combinations, including blue topaz, peridot, pink tourmaline, citrine, and iolite, from \$600.

HAMILTON
FAMILY-OWNED JEWELERS SINCE 1912

PRINCETON LAWRENCEVILLE RED BANK PALM BEACH PALM BEACH GARDENS
Princeton, 92 Nassau Street, 609-683-4200 Lawrenceville, 2542 Brumwick Pk, 609-771-9400 Red Bank, 19 Broad Street, 732-741-9600
www.hamiltonjewelers.com 1.800.5.HAMILTON

Hamilton_Rhapsody_New Jersey Monthly_1205

Color Story®

TRUNK SHOW
Thursday, March 23 & Friday, March 24

BIGHAM JEWELERS

Bigham Galleria 2425 Tamiami Trail North - 239-434-2800 - www.bighamjewelers.com

Color Story®
Rhapsody Cocktail Rings

TRUNK SHOW
Thursday, March 23
&
Friday, March 24

BIGHAM JEWELERS

Bigham Galleria 2425 Tamiami Trail North
239-434-2800
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Color Story®

GLENN CUTTER JEWELERS

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Glenn Cutter_Rhapsody_Newspaper_0705

LPL
LAURA PEARCE Ltd.
Fine and Estate Jewelry

Offering you the chance to win
18 karat yellow gold Blue Topaz and Peridot Rhapsody Ring by Color Story
As Featured in the August Issue of
InStyle magazine

Color Story®

shopping hotshops

Find out where Ben Affleck buys his baubles, Oprah gets her coats, and Sandra Bullock goes for the coolest table lamps. Here's where the stars look to adorn their interests.

Boston
Alpha Omega Jewelers 1980
Massachusetts Ave., 800-440-0182
the scenic Hotel in historic Harvard
Square, this specialty jewelry store
specializes in custom
designs like Color
Story (Rings) and A...
Laura & Donna are excited, as well as local designers who make
custom pieces in-house. Also showcased Ben Affleck, Tom Hatcher, Tim
Robbins, Sean Connery, Holly Hunter and

Laura Pearce_Rhapsody_Poster Atlanta Ballet Luncheon_0906

Wells & Co. Fine Jewelers
Supports Our Women Of The
Past, Present, & Future

Race For The Cure

Photo by Glenn for the Cure.com

Wells_Rhapsody_Banner_1005

Color Story in Retailer's Ads

Newtons Jewelers_Park and 2side_E-magination_0906

Carlyle_Park Ave and 2Side_1006

Color Story®
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AGS
AMERICAN GEM SOCIETY

Newtons Jewelers

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Harper's Bazaar September 2006
Marie Claire October 2006

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J·E·CALDWELL & CO
JEWELLERS SINCE 1839

Park Promenade
JEWELLERS

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Color Story®

Hines Goldsmiths

WISHES YOU HAPPY HOLIDAYS

80 CENTER STREET 307-733-5599 HOURS 10-7:00

Hines_Park adn 2side_weekly paper_1206

Color Story®
Celebrate in Color®

ROTTERMOND
BRIGHTON
MILFORD

ADAMS

Rotterdam_Park_Billboard_1106

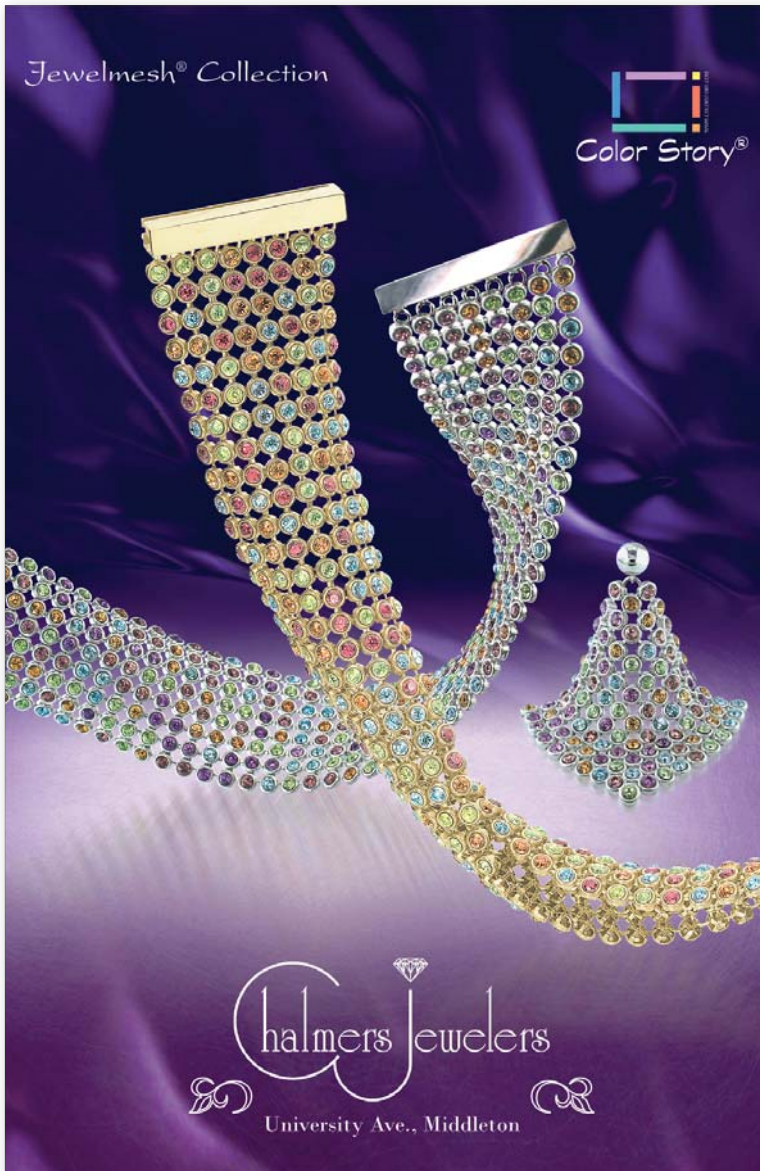
Color Story®
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www.robersons.com

Roberson's_Park and 2side_Arkansas_0906

Color Story in Retailer's Ads



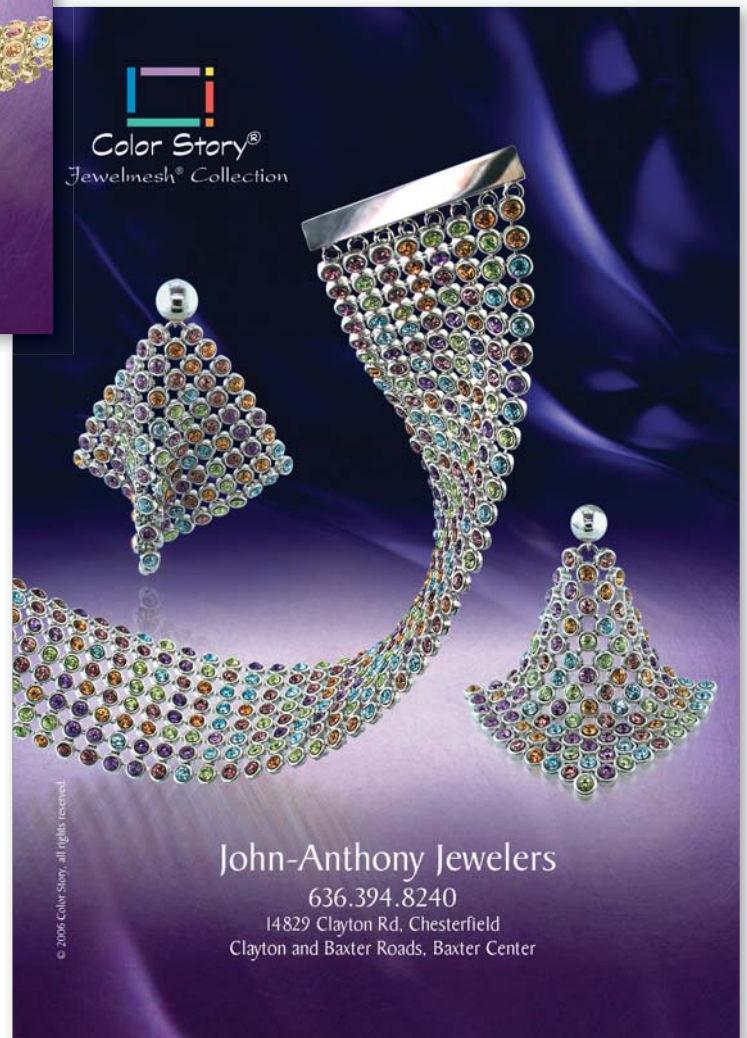
Chalmers Jewelers_Jewelmesh_Billboard_I206



Carlyle_Jewelmesh_I006



Distinctive Gold Jewelry_Jewelmesh_Elite Mag_I006



John Anthony_Jewelmesh_Postcard_I106

Color Story in Retailer's Ads

Jewelmesh® Collection

Color Story®

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ONE THING . . . QUALITY!

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Morgan & Co_Jewelmesh_LA Mag Antique_I106

Jewelmesh® Collection

Color Story®

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in the Brentwood Center

Maxons Diamond_Jewelmesh_417 Mag_I006

Jewelmesh® Collection

Color Story®

Hines
Goldsmiths

WISHES YOU HAPPY HOLIDAYS

80 CENTER STREET 307-733-5599 HOURS 10-7:00

Hines_Jewelmesh_jhnewsandguide_I206

Jewelmesh® Collection

Color Story®

HURDLE'S
JEWELRY

DESIGNERS & GEMOLOGISTS
EST. 1947

PEARL STREET MALL
303-443-1084

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Hurdles_Jewelmesh_Postcard_I206

Jewelmesh® Collection

Color Story®

SCHERAZADE

Galleria - 69th & France - Edina
www.scheherazade.com
952-928-2455

Scheherazade_Jewelmesh_Edina Mag_I106

Color Story in Retailer's Ads

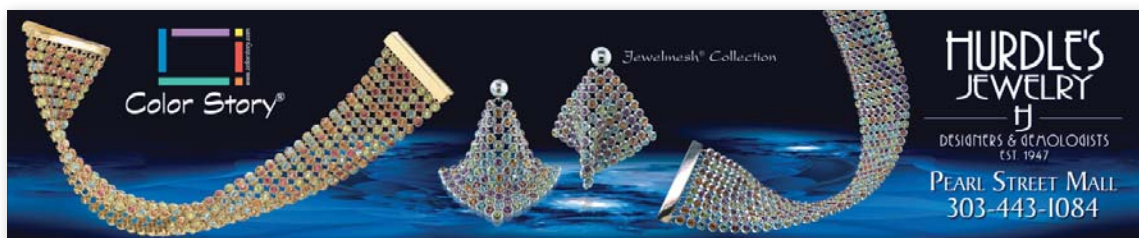
Bigham Jewelers_Argyle_N Mag_1105



Scheherazade_Jewelmesh Argyle_Minnesota Monthly0905



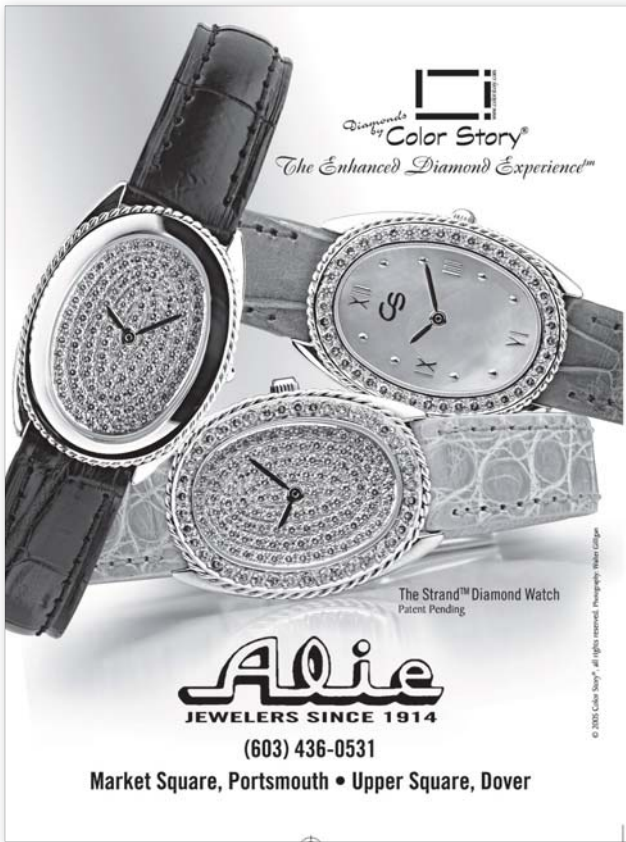
Gregorys_Jewelmesh Billboard_0305



Hurdles_Jewelmesh_Bus Banner_1206

Morgan & Co_Jewelmesh_LA Mag Antique_1105

Color Story in Retailer's Catalogs



Alie & Sons_Diamond Watch BW_Seacoast Mag_0206



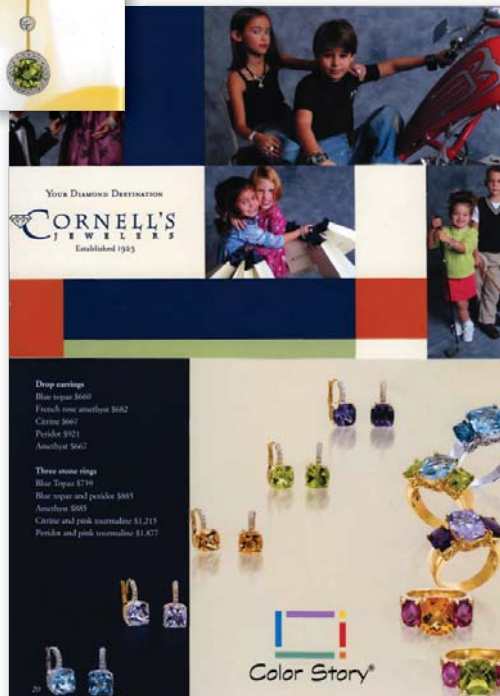
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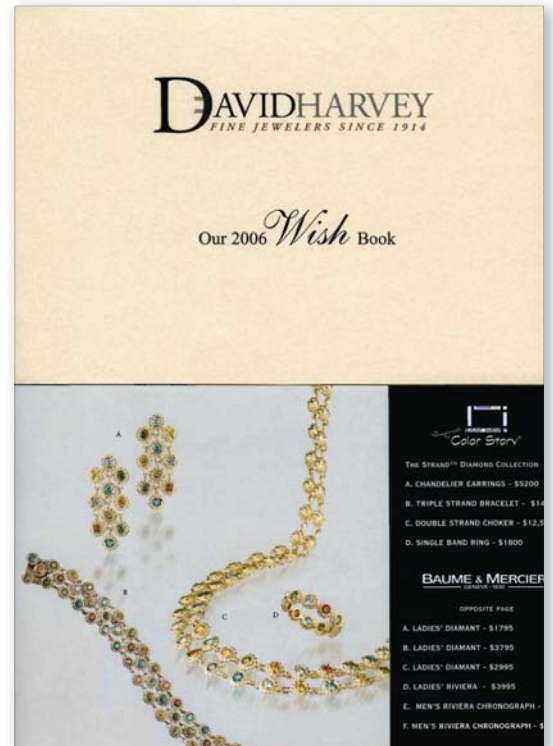
Ben Ari_Catalog_06



Ben Ari_Catalog_07



Cornell's_Catalog_06



David Harvey_Catalog_06

Color Story in Retailer's Catalogs



David Harvey_Catalog_07



Jack Kellmer_Holiday Catalog_05

DeNatale_Catalog_06



Tappers_Catalog_06



JR Dunn_Catalog_06

Color Story
"Confetti Jewelmesh", Necklace \$3,510, Earrings \$1,975.

Color Story in Editorial



InStyle 0805



shopping

InStyle Aug 05- Page 304

hotshops

Find out where Ben Affleck buys his baubles, Oprah gets her coats, and Sandra Bullock goes for the coolest table lamps. Here's where the stars flock to score their objects

Boston

Alpha Omega Jewelers 1380 Massachusetts Ave.; 800-447-4367
the scoop Nestled in historic Harvard Square, this upscale jewelry store



Ben Affleck

stocks hard-to-find brands like Color Story (right) and A. Lange & Söhne (fine watches), as well as local designers who make custom pieces in-house. star clientele Ben Affleck, Teri Hatcher, Tim Robbins, Sean Combs, Kelly Rowland



14kt-gold rings, with citrine and pink tourmaline (\$1,125), with blue topaz and peridot (\$895), Color Story



JEWELRY W
C'EST CHIC
High-Style Jewels
TI BAUBLES
Gems with Insider Advice
COLLECTING
101
Tips for Filling Your Jewelry Box
PLUS: Designers' Personal Treasures, Everyday Watches And Jewelry's New Powerhouse

Jewelry W Fall 06



POSITIVELY CHARMED

CHARMS ARE AMONG THE MOST VERSATILE PIECES IN A WOMAN'S JEWELRY BOX. THEY CAN BE LUCKY, WHIMSICAL and, thanks to that characteristic jingle, evanescent. And their fashion history is an extensive one. People have been wearing charms for thousands of years as religious symbols, means of identification and protection against evil spirits. But it was Queen Victoria, known for wearing a bracelet adorned with small lockets, who popularized them in the early 20th century. Since then, charms have waxed and waned on the fashion front. They were all the rage during World War II, when soldiers sent the wearable keepsakes to their sweethearts back home; resurfaced in the Sixties; and now they're on the rise again in both traditional bracelets and playful necklaces. From high-end kitsch like Charriol's diamond cherries and recent logo designs from Chanel and Louis Vuitton to more culturally symbolic Harman and blackamoors, charms are also prized for their personal significance and heirloom potential. "You buy one when you celebrate an engagement or birth," says Aaron Bush, Fifth Avenue's prince of charms, whose ironic pieces include colorful baby shoes and frogs. "It starts with one charm, then people have a happy occasion and add another."

—JENNICA HEDDLES

photo by DOUG ROSA

TREND

Worn alone or by the dozen, charms are casting a spell these days.

Color Story in Editorial



Harper's Bazaar 0606



ALL THAT GLITTERS
A HARPER'S BAZAAR PROMOTION

1. MARCO BERTON
A pair of diamond earrings, an 18K gold and diamond necklace with a diamond pendant and a diamond watch. Call 800-223-1232 or visit www.marcober-ton.com

2. LAUREN K
A pair of diamond earrings, an 18K gold and diamond necklace with a diamond pendant and a diamond watch. Call 800-223-1232 or visit www.laurenk.com

3. DE WOOD
A pair of diamond earrings, an 18K gold and diamond necklace with a diamond pendant and a diamond watch. Call 800-223-1232 or visit www.dewood.com

4. MARCO BERTON
A pair of diamond earrings, an 18K gold and diamond necklace with a diamond pendant and a diamond watch. Call 800-223-1232 or visit www.marcober-ton.com

5. TICHONOVICH
A pair of diamond earrings, an 18K gold and diamond necklace with a diamond pendant and a diamond watch. Call 800-223-1232 or visit www.tichonovich.com

6. COLOR STORY
A pair of diamond earrings, an 18K gold and diamond necklace with a diamond pendant and a diamond watch. Call 800-223-1232 or visit www.colorstory.com

For the bridal-jewelry market, again it's a splash of color that's becoming increasingly popular with brides. Many jewelers note that for second-timers down the aisle they were turning not to traditional rings, but more a piece that reflects their personality.

"They've owned the traditional diamond ring and in many cases are resetting the diamond in either a pendant or cocktail ring and turning to color as their new bridal ring". A reflection of this can be seen in the up-tick of sales of what are traditionally considered cocktail rings.

RING BY COLOR STORY
RINGS BY SUZY LANDA

I dex 0905

6. COLOR STORY
Flowers are nice, but a colored diamond bouquet is better! Bouquet necklace from The Enhanced Diamond Experience™ by Color Story®. Call 800-223-1232 or visit www.colorstory.com.

Harpers Bazaar 0706



60s CHIC SHADES OF BLACK AND BROWN ARE VERSATILE FOR DAY OR NIGHT.

Ellen Tracy
Hats, \$275-300
905-797-9174

Color Story by Robert Leser Ring, DeNatale Jewelers, NYC, 212-317-2955

Calvin Klein Collections dress, \$295-325-9000, Sportmax coat, \$150-200-9000, MAX AARAS

Carolee Scarce
berghain, \$2,800
east, Barneys
New York

Alexandra Reed
hat, \$395, Barneys New York

60s CHIC SHADES OF BLACK AND BROWN

Ellen Tracy
Hats,
\$275-300
905-797-9174

Color Story by Robert Leser ring, \$1850. DeNatale Jewelers, NYC; 212-317-2955

Calvin Klein Collections \$2975.21 9000. Sp belt \$145

70+ KEEP IT LUXE WITH A TWEED CAPE, SLIM TROUSERS, AND ELEGANT EXTRAS.

Seaman Schappo earrings, \$1600, 212-763-6600

Camilla Dietz Bergaron
ring \$2700, 212-763-6600

The Simon
Higdon's, NYC
212-720-2800

Lela Pines
cardigan, \$395,
Juching,
Morris, Denver,
303-328-3404

London
Scale hat,
\$195-205-
255-0937

Paul Smith
Women
trousers,
\$620-320-
561-6600

Lafayette 148
New
York coat, \$205
877-324-5148

Valentina vanity
case, \$3900, Saks
Fifth Avenue,
877-651-5A52

Disa
Rymer
sunglasses,
\$175-300-
449-075A

See Where to Buy for details

Color Story in Editorial

W 0405 Outrageous Luxuries



OUTRAGEOUS LUXURIES

Luxury Style at its best... indulge in the season's over-the-top diamonds, decadent gems and accessories.

COLOR STORY

Color Story® breaks new ground combining fancy colored diamonds with gemstones. Featured is an earring and necklace set with canary diamonds and pink tourmalines from the Strand Collection. For more information call 800.223.1232 or visit www.colorstory.com.

W 0505 Personal Shopper



W Reader Service

W Personal Shopper

As your Personal Shopper, contact me at WPersonalShopper.com or call **1.800.428.1151**. I'll be happy to help you with all your what-to-give, where-to-buy and where-to-go questions.

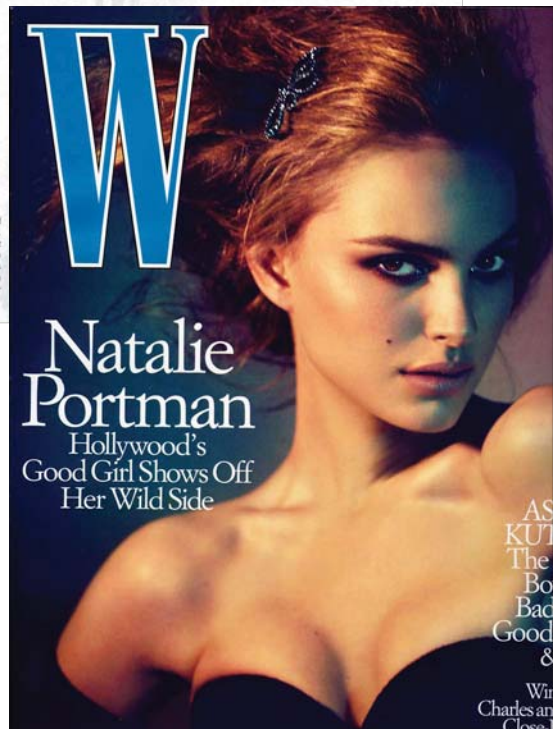
This May, in celebration of mothers everywhere, I have the perfect gift suggestions for every type of mom. If your mother loves to travel, book her on the trip of a lifetime to the Mandarin Oriental Dhara Dhevi in Northern Thailand. Or, if jewels are her passion, be sure to check out Color Story's collection of vibrant rings. And, if your mother is the ultimate fashionista, she is sure to be happy with anything from Alberta Ferretti's most recent collection. Happy shopping and happy Mother's Day!



Color Story
Color Story combines gemstones with fancy colored diamonds for a whole new look in fine jewelry. Shown are gold rings set with London-blue Topaz flanked by ice-blue diamonds and Amethyst with olive-green diamonds. With 10 colors of diamonds to choose from, the combinations are endless. From \$1,795. For more information call 800.223.1232 or visit www.colorstory.com.

Color Story

Color Story combines gemstones with fancy colored diamonds for a whole new look in fine jewelry. Shown are gold rings set with London-blue Topaz flanked by ice-blue diamonds and Amethyst with olive-green diamonds. With 10 colors of diamonds to choose from, the combinations are endless. From \$1,795. For more information call 800.223.1232 or visit www.colorstory.com.



Color Story in Editorial

W 0905



W JEWELRY BOX

The W Personal Shopper Shares Her Favorite Picks For All That Sparkles and Shines.



Color Story

Color Story's fancy colored diamond and gold watch is the new "must have". There is nothing like having blue, yellow and green diamonds to accessorize your wardrobe and keep you on time. For more information call 800.223.1232 visit www.colorstory.com or email info@colorstory.com

W Jewelry Fall 05



13



COLOR STORY

COLOR STORY RECREATES A MOST CLASSIC LOOK. FEATURED, FROM THE DIAMOND BOUQUET COLLECTION, ARE EARRINGS SET WITH ICE BLUE AND CANARY DIAMONDS ACCENTED BY A CENTER WHITE DIAMOND AND A MATCHING CANARY DIAMOND NECKLACE. VISIT WWW.COLORSTORY.COM FOR THE RETAILER NEAR YOU OR CALL 800.223.1232.

Color Story in Editorial

Harper's Bazaar 0405



Harper's Bazaar 0705



COLOR STORY
Feel free to sparkle with a Jewelmesh™ 8-row bracelet by Color Story® in 14-karat gold set with citrine, rhodolite, peridot and blue topaz. For more information, call 800-223-1232 or visit www.colorstory.com.

60s VICTORIANA SHINES THROUGH
Modernize the look with a soft A-line

Kate Spade purse, \$445. 866-999-KATE

Elie Tahari sweater, 212-312-3123

70+ FLOWER PINS BRING
breasted coat; chic pearl

Color Story earrings, \$1500. 800-223-1232

Thakoon top, \$530. www.thakoon.com. Emporio Armani shirt, \$288. [emporioarmani.com](http://www.emporioarmani.com)

Marc Jacobs flat, \$640. 212-343-1490

Tara Top, \$14,500. Bond & Green, West Hartford, CT; 800-LIGREEN

Hermès bag, \$18,000. 800-441-4488

See Where to Buy for details



Harper's Bazaar 1006

ALL THAT GLITTERS
A HARPER'S BAZAAR PROMOTION

1. BRACELET: 14-karat gold-tone bracelet with citrine, rhodolite, peridot and blue topaz. \$1,500. 800-223-1232
2. EARRINGS: 14-karat gold-tone earrings with citrine, rhodolite, peridot and blue topaz. \$1,500. 800-223-1232
3. NECKLACE: 14-karat gold-tone necklace with citrine, rhodolite, peridot and blue topaz. \$1,500. 800-223-1232
4. BRACELET: 14-karat gold-tone bracelet with citrine, rhodolite, peridot and blue topaz. \$1,500. 800-223-1232
5. EARRINGS: 14-karat gold-tone earrings with citrine, rhodolite, peridot and blue topaz. \$1,500. 800-223-1232
6. NECKLACE: 14-karat gold-tone necklace with citrine, rhodolite, peridot and blue topaz. \$1,500. 800-223-1232

5. COLOR STORY

The Park Avenue Collection earrings—sophisticated and elegant detachable drop earrings in pink tourmaline, peridot, and diamonds. Visit colorstory.com.



Color Story in Editorial



Harper's Bazaar 0905

FABULOUS AT EVERY AGE

40s EXPERIMENT WITH A FLIPPY SKIRT. Flair begins at your hips, so keep your waist trim in a tailored shirt or a skinny knit worn under a shorter jacket. A high-heeled pump will lengthen you.

Valentino top, \$290. Diane T. Brooklyn, 718-923-5777

Marsi astrakhan jacket, \$8910. Louis Boston, 800-225-5135

H Hilliger sweater, \$138. 805-TOMMY-4U

Carl F. Bucherer watch, \$600. 395-4306

Kenneth Jay Lane necklace, \$150. 877-993-6284

Sergio Rossi pump, \$480. 212-941-0529

Fendi bag, \$1100. 800-FENDI-NY

Vanessa Bruno skirt, \$290. Diane T. Brooklyn, 718-923-5777

Color Story studs, colorstory.com

Calvin Klein Collection

WITH A FLIPPY SKIRT. Flair begins at your hips, so keep your waist trim in a tailored shirt or a skinny knit worn under a shorter jacket. A high-heeled pump will lengthen you.

Color Story studs, colorstory.com

ALL THAT GLITTERS

A HARPER'S BAZAAR PROMOTION

1. DIAMONDS
2. MANHATTAN PAVÉ
3. COLOR STORY
4. LE GAUF
5. BISHOP'S BENCH
6. BISHOP'S BENCH



3. COLOR STORY
Color Story's fancy colored diamond and gold watch is the new must-have. There is nothing like blue, yellow and green diamonds to accessorize your wardrobe and keep you on time.

Harper's Bazaar 1206



6. COLOR STORY
Color Story's Manhattan Pavé Collection diamond and gemstone cocktail rings for the princess in all of us. Visit colorstory.com or call 800-223-1232.

ALL THAT GLITTERS

A HARPER'S BAZAAR PROMOTION

1. DIAMONDS & BISHOP'S BENCH
2. MANHATTAN PAVÉ
3. COLOR STORY
4. LE GAUF
5. BISHOP'S BENCH
6. BISHOP'S BENCH





WWD 1105

Though Color Story, a fashion and fine jewelry firm in New York, introduced an eponymous Web site in 1997, creative director Ameil Weisblum said online activity really took off in July 2005 with its "Design Your Own Color Story" watch program. "In August, we began averaging 310 unique visitors per day, and the Web site's traffic has jumped 500 percent since last year to nearly 60,000 visitors," he said. Mixing and matching nine diamond colors, six crocodile straps and an array of golds, dials and other features, customers can create more than 1,500 combinations of the firm's Strand watch, which they can then order through one of its 300 U.S. retail accounts. "No retailer could ever provide that kind of variety," said Weisblum. "It's a good example of how the Web helps consumers get what they want."

Pressure on Pressler: Quiet Hunt for New CEO Said Under Way at Gap

By David M. White
NEW YORK — Gap Inc. is under financial pressure, leading to speculation that a quiet search has begun for a new chief executive officer to lead it around. While the corporation has been aggressively retooling labels, two industry sources said Gap Inc. chairman Michael D. Price is working on his own for a successor to potentially replace Paul Posner, president and CEO. "It's a complete mess," stated a Gap spokesman on Friday, responding to the speculation. Posner and Price are on the way out. *By Mark, Page 18*

Accessories/Legwear Report

Fine Jewelry Sales Soar Online

By Rebecca Kleinman

MIAMI — E-commerce is stretching from books and DVDs to big-ticket baubles. According to Jewelers of America, a New York association for retail jewelers, online sales of fine jewelry and watches increased 113 percent to \$1.9 billion in 2004 from 2003. Marshall Cohen, chief industry analyst at the NPD Group, a marketing research company in Fort Washington, N.Y., said jewelry is one of the more important categories for luxury goods online. "You're going to see more conversion this year to pricey online purchases as consumers become more accepting and trusting of Internet sources, especially the 35-and-under population that grew up with computers and is old enough now to start buying these expensive things," he said. Joanne Teichman, managing director of ylaand2.com, an upscale multi-line jewelry Web site, said it surprises her that people buy MeRe's cluster necklace in 18-karat gold and rubies for \$10,800, or Cathy Waterman's 4.6-carat diamond and platinum "grapes" earrings for \$26,500 with the click of a mouse. "It's crazy, but it's becoming every day that I send out pieces that are several hundred or thousands of dollars," she said. Teichman launched the Web site in 2000 to gain national presence for her 20-year-old bricks-and-mortar store in Dallas. She expanded it to e-commerce in 2002. Teichman said the e-commerce site grew from 30 pages with six items each to its current count of more than 300 pages with nearly 2,000 items priced from \$60 to \$26,500. Recent bestsellers have been M2 Design by Mary Margrill's Best Friends pendant in 14-karat yellow gold for \$325, while more than 50 Baby Love pendants in 22-karat yellow gold by Cathy Waterman have moved at \$275 a piece. Key holiday buys so far are a large pendant in 10-karat gold from MeRe's Geisha Flower collection, and Shady's 34-inch chain of 10-karat gold loops. They retail on the site for \$650 and \$1,100, respectively. Pieces ship in a felt or velvet pouch wrapped in pink tissue paper and enclosed in the store's signature printed metallic gray box accented with a bow. "We want the same beautiful presentation and service online as in the actual store," said Teichman. "I even feel personally responsible that items arrive on time." To personalize the shopping experience, Teichman also features photos of the store and trunk shows online and e-mails photos of jewelry modeled on a salesperson to prospective buyers. Teichman insisted the same level of service and aesthetics be met when she became affiliated with Amazon.com to create a shop-in-shop last February. She said the retail giant approached her after Googling several jewelry designers and seeing her Web site continuously pop up. Excluding Amazon business, Teichman projects total sales of \$4.5 million in 2005, 20 percent of which are Web-based. Janet Goldman, chief executive officer and founder of Fragments, the New York jeweler and wholesale company, and an e-commerce pioneer in the mid-Nineties, said online sales account for 20 percent of total business.

She said the greatest challenge has been giving customers an emotional connection when buying jewelry online. Just like browsing in the store, trained personal shoppers are available to walk online clients through purchases. In hopes of enhancing that connection, the firm tweaked and relaunched its three-year-old Web site in September with improved features, such as easier navigation through criteria like price, category or designer, in-store events listings and more sophisticated photography. "The photo corners and details are so juicy that it feels like you can reach out and touch the jewelry," said Goldman. Goldman said the new site has resulted in higher sales of more expensive pieces retailing around \$1,500 to \$2,000. Online sales fluctuations and trends mirror the company's bricks-and-mortar stores. Goldman expects traffic to spike around the holidays, with consumers scooping up current trends including long necklaces, black stones and gold. Some jewelry designers rely on the Internet as the most efficient or sole way to reach their market. Jeweler Bettina Osmena, based in Upper Saddle River, N.J., and the mother of four children, didn't have the freedom to travel the trade show circuit, so she gathered a dozen designers to introduce Bijoux.com, which was launched the first week of October. Osmena commissions work from Victoria Martin for \$70 to \$250 retail and Patrick Velero for \$200 to \$600, and features the items alongside her eponymous line of 18-karat gold vermeil, mother-of-pearl and born pieces retailing for \$100 to \$250. Each designer is responsible for shipping orders; returns go through the Web site's facility. "I know there will be some problems with customers wanting to return merchandise after our seven-day return policy, but it's still worth the risk," said Osmena, who projects total sales of \$250,000 the first year and has already added a bridal jewelry section. New York jewelry designer Uri Rehr initially was unable to muster support from his tried-and-true retail accounts Saks Fifth Avenue and Macy's for Love & Pride, a new collection of fine jewelry and wedding rings geared to the gay market. But he found acceptance online through Loveandpride.com, which was launched in April. On the site, women's rings average \$1,200 retail and men's rings, \$1,500 retail. "For the site to be successful, it was especially important to have the coolest, most high-tech Web design, like 360-degree videos of jewelry pieces," said Rehr, adding that sales double each month. Though Color Story, a fashion and fine jewelry firm in New York, introduced an eponymous Web site in 1997, creative director Ameil Weisblum said online activity really took off in July 2005 with its "Design Your Own Color Story" watch program. Mixing and matching nine diamond colors, six crocodile straps and an array of golds, dials and other features, customers can create more than 1,500 combinations of the firm's Strand watch, which they can then order through one of its 300 U.S. retail accounts. "No retailer could ever provide that kind of variety," said Weisblum. "It's a good example of how the Web helps consumers get what they want."



A ring from Loveandpride.com.

Mizuki earrings on Fragments.com.

④ Color Story by Robert leser's 14-karat gold, amethyst and peridot earrings, \$790, colorstory.com.



WWD Scoop 1105

WWD SCOOP
EYE ON THE INSIDE

FASHION & FACES
THE SPRING '06 RUNWAYS

WATCH OUT! FETES, BOOKS, MUSEUMS AND MORE

CHINA'S ART BOOM

D.C. WONDER WOMEN

HITTING IT

STONE TURNED

JAKE AT 25

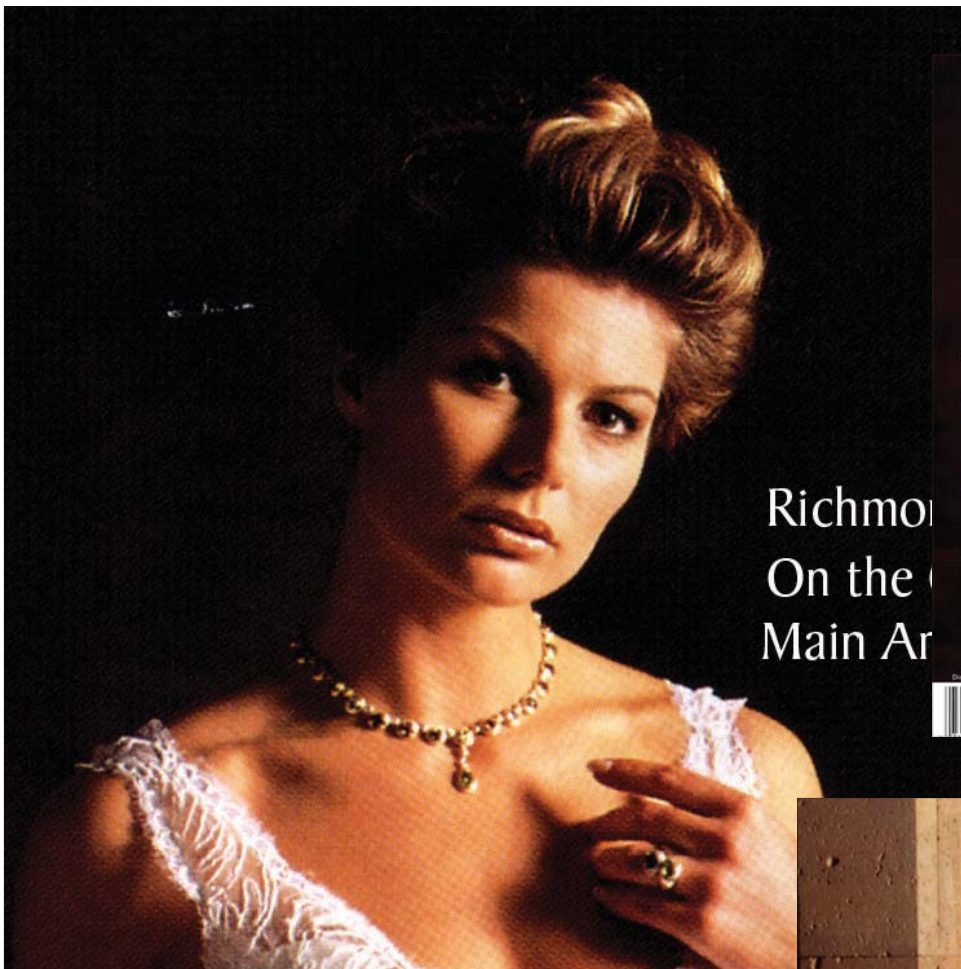
PLUS CHEF CONFIDENTIAL, COURTNEY COX, LILLIAN BASSMAN, THE MACAU MOMENT, DVF'S OPEN HOUSE, SECRET SLOPES

SIENNA MILLER & THE NEW HEDONISTS
PARTYING ON WITH THE PRIMROSE HILL PALS.

④ Color Story by Robert leser's 14-karat gold, amethyst and peridot earrings, \$790, colorstory.com.

Color Story in Editorial

Cover Bride Richmond Spring 05



Destination Weddings and Honeymoons Winter 06

EP & WE
 cent Sapphire
 and Platinum
 \$31,000

GET THE & WES
 Color Story Rhapsody
 Collection bracelet, \$2,690

must haves
kind of blue
 play a cool with standout pieces in blue and platinum

© 2006 Wedding & Honeymoons

"Your jewelry on the internet is lovely."

Sandra Hurwitz, NJ

"This is the most beautiful collection of jewelry I have seen in decades!!!"

Beth Grenham, CT

"Thank you! The designs are breathtaking!"

Nancy Houlmont, WI

Color Story in Editorial

W Jewelry Spring 05



gemfinder

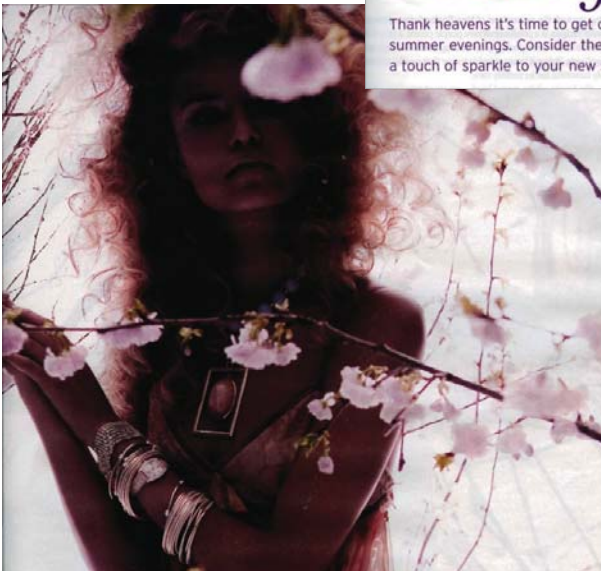
The first 50 readers to call 800.428.1151 with questions about the brands featured here will receive an exclusive gift, compliments of W Jewelry.

Color Story

Jewelry by Color Story is as supple, silky and shimmering as jewelry can get. This new collection of 14k gold bracelets, necklaces and earrings is randomly set with a combination of citrine, rhodolite, blue topaz and peridot with dazzling effect. For more information call 800.223.1232 or visit www.colorstory.com.



W Jewelry Summer 05



Gemfinder

Thank heavens it's time to get out and enjoy those long summer evenings. Consider these precious pieces to add a touch of sparkle to your new summer looks.

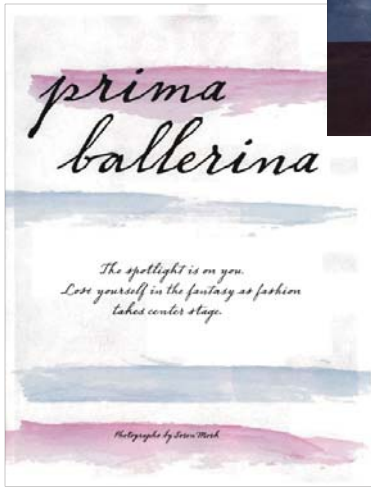
Color Story

Blue is the cool color this season. Color Story's blue diamonds and London blue topaz set in white gold are the ideal accessory—from the Strand collection (\$1,575). For more information call 800.223.1232 or visit www.colorstory.com.



Color Story in Editorial


Modern Bride 0206



Craig Drake. 14K white gold, diamond and blue topaz earrings, \$660; matching necklace, \$510, both by Color Story.



MARTHA STEWART WEDDINGS



"ON THE ROCKS"

MARtha STEWART AND MARCIA E. MILLER, SENIOR VP, PUBLISHER DARCy MILLER, SENIOR VP, EDITORIAL DIRECTOR

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"ON THE ROCKS"

IN HONOR OF THE JEWELRY INDUSTRY AND TO CELEBRATE

MARThA STEWART WEDDINGS 2006 DIAMOND ISSUE

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MARTHA STEWART WEDDINGS



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Use this unique jewelry showcase as your bridal shopping guide. Find everything you need for your big day, from fabulous wedding bands to great gifts for your bridesmaids and groomsman.

True Colors

The Color Story® customer is every woman of any age with the confidence to express herself. She is a little more of a risk taker. Wearing color speaks more clearly about her personality than white diamond jewelry. A woman in colored stone jewelry reveals her inner self, says she is in touch with her feelings and can express them. All of the gemstone collections, Strand, Rhapsody, Manhattan, Parisian, etc. offer fashionable yet classic designs that all generations have found appealing.

VISIT WWW.COLORSTORY.COM OR CALL 800-223-1232 FOR MORE INFORMATION.



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Color Story
THE ULTIMATE JEWELRY GUIDE

Color Story in Editorial



Bridal Guide 0306



Bridal Guide 1106

Something Blue

A gem in the hue that symbolizes trust, faith and hope is a-zure thing for brides. by Elena Donovan Mauer

Not only does the color blue represent the basic values of marriage, but it also never goes out of style. That may be because more people—about 35% in the U.S.—call blue their favorite color than any other. In fact, brides have long chosen blue gemstones for their bridal wear and engagement rings—including celebrities, from Joan Crawford to Princess Diana to Selma Blair. A blue gem is elegant and unexpected when paired with wedding white—and it's flattering to every skin tone. So whether you're traditional or you just love the color, add a shiny blue note to your wedding day.



Color Story in Editorial



Brides 0207



Brides 0506



advertisement

Now that you're engaged, it's time to compile your *Brides Files* with these helpful facts. *Brides Files* are everything you need to get started, from special offers and exclusive events to incredible deals and the latest products.

bridal files

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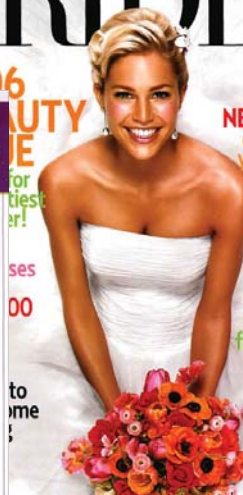
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COLOR STORY

Color Story® combines blue topaz with blue diamonds in these drop earrings from their Strand collection—the perfect final touch for every bride. Visit www.colorstory.com or call 800-223-1232 for more information.

Define your Style



Photo by John Hardy | Dot Collection

Jewelry As Your Most Important Accessory

More than the right belt, more than the perfect scarf, jewelry as an accessory defines your style. It is a way to create a distinctive look – one that separates you from everyone else.

Not just for dressing up anymore, jewelry has made its way into the world of fashion must-haves. No longer just for special occasions – birthdays, holidays, and life's milestones – it is now a regular purchase for most women, often used to complete wardrobe, but just as often "just because."

What caused this delightful change of perspective on jewelry buying? According to Color Story designer, Robert Leeser who is known for gorgeous gemstone combinations, the change came when "working women in America, feeling empowered by their ability to earn bigger and bigger incomes, decided that if they were going to wait for the man in their life to buy them jewelry they might wait forever. The self purchase of jewelry is a gratifying experience and once a woman made the first one there was no stopping her. Gemstone jewelry made it easier as the look is bigger and the price points are lower in general than diamond jewelry." Designer John Hardy, who specializes in highly detailed, luxurious pieces, sums it up by saying, "Jewelry makes people feel unique. It adds a personal and exclusive touch. People deserve to feel that everyday."

Building A Jewelry Wardrobe

If you are just getting started on your collection, many experts recommend focusing on basic timeless items that will take you through a variety of situations. Take an inventory of what you have – and what you don't. Then fill in the holes with good quality, basic items. It's easier to think in terms of categories: earrings, necklaces, bracelets, rings, pendants and brooches. Fill in each category with "take you anywhere basics" and you're set. Then you can add pieces to expand each section, going with some fashion items that reflect current styles.

Designer Laura Gibson, sought after for her creative sense of color, recommends looking for jewelry to go with the natural coloring of a woman's hair, eyes and skin tones. "Whenever I do a trunk show, I very carefully choose pieces for women that go with their hair and eyes so that they can wear it with almost anything. The most common thing I hear is, "What will I wear this with?" Once they understand that it goes with their face, and therefore anything they wear, they get excited. Then, once you have a basic piece, you can start adding pieces that go with the specific colors you most wear to add variety."

If taking a "basics first" approach doesn't appeal to you, you can always go with the advice of Robert Leeser who says that a woman should "Start with earrings and work your way down. Clearly earrings are like shoes. You will need as many pairs as you can fit in your jewelry box."

Jewelry's Celebrity Status

Jewelry and fashion come together with stunning results

There's no doubt about it. The fine jewelry industry has become fashion driven. Names like David Yurman, Slane and Slane and Stephen Dweck are among the most well-known designers in the world, tripping off the tongues of fashion-conscious women everywhere. These days, jewelry designers command as much brand recognition as fashion giants Calvin Klein, Ralph Lauren and Gucci.

[continued]

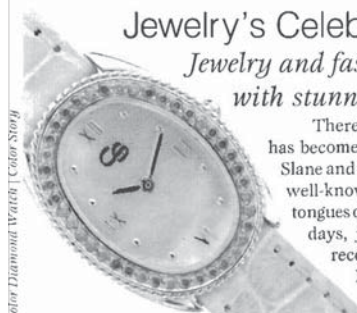


Photo by John Hardy | Color Story



With jewelry's fairly recent celebrity status, a woman's adornment is taking on a larger role in both fashion shows and on the pages of consumer fashion magazines. Jewelry seasons are both complementing fashion trends and inspiring them. On the one hand, jewelry designer lines are being used to solidify runway looks, giving the finishing touch to a fashion trend. For example, this season with many designers showing clothing with a Victorian flair, Victorian inspired lockets are emerging as a must-have item. Graphic, 60's inspired looks are giving rise to bold dramatic jewels, while delicate, airy runway creations are finished with very feminine jewelry looks. "The trends in fashion complement the trends in jewelry – they are worn to harmonize with each other," says Stephen Dweck who takes a gutsy approach to jewelry design. "If the trend on the runway is black and I feel inspired by that, I will create a black line of jewelry."

On the other hand, designers are also stepping out on their own, encouraging women to create an individual style by offering unique, collectible designs similar to the way designer lines do in the fashion industry. Says Dweck, "I won't just do a purple collection for the sake of doing a purple collection."

Landon Slane of jewelry design house, Slane and Slane specializing in estate and antique-feel pieces, notes that the designer jewelry category is only about 25 years old – just a toddler by fashion standards. "Before

that, it was either costume or fine jewelry," says Slane. "But, as fashion and couture evolved and became more casual and modern, jewelry options and style evolved with it. Designers like Elsa Peretti, Robert Lee Morns and David Yurman are the names I recall that pioneered the category."

Like fashion designers, some jewelry designers make a name for themselves by having definite changes in style, season to season, while others focus on pieces that help a woman create her own signature style. Both can have a place in a woman's jewelry collection. So how should you best take advantage of jewelry's versatility? Robert Leeser with Color Story offers the following advice: "A woman's personal style is clearly reflected in the way she dresses herself. The jewelry she wears can work for her in two ways-either it can be the quiet accessory like white diamond studs or the focus, as with colored stone jewelry. Certainly a businesswoman with a conservative wardrobe can spice it up with colorful jewelry that will say more about her personality than her clothes. For the woman with a closet full of trendy fashions, jewelry can anchor her look." Or, a woman can take the more emotional approach of designer John Hardy.

"Whatever feels good to you when you put it on – I think that's important."

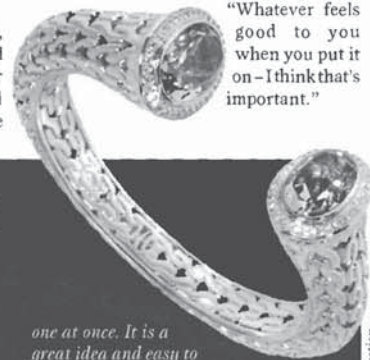


Photo by John Hardy | Henri Mata Collection

Jewelry Trend Sneak Peak

It's always nice to know what the designers see as the next important direction in jewelry. Here are a few sneak peaks into the heads of some of the world's most popular jewelry designers:

one at once. It is a great idea and easy to accomplish a new look for older pieces."

John Hardy:
"Mixing natural materials like cone shells and quartz with traditional stones for unexpected, spectacular stand alone pieces."

Stephen Dweck:
"I set the trends in high fashion jewelry and they absolutely complement one another for example my Prague collection this fall complements the Victorian and Russian themes of fashion this season."

Landon Slane:
"Customers tend to be more interested in yellow gold right now. It is also favored by the fashion magazines as well. Chains are heavier and more is better! Cocktail rings, charm bracelets are being shown. The clothes are heavier so the jewelry needs to be more important."

Robert Leeser's Color Story:
"The use of colored diamonds in more than the bridal sector is a significant trend to watch. The color range of these diamonds is terrific and a whole new category of fashionable colored stone jewelry, where the colored stone is a diamond, will evolve over the next few years."

Laura Gibson:
"Right now the trend seems to be to wear multiple pieces of varying lengths. I use extenders to add length to my pieces so that I can wear more than

Color Story in Editorial



Color Story in Editorial



Color Story®

Q Style Fashion Quarterly Winter 04
Jewelmesh

RETAIL

Somewhere Over The Rainbow

If every color tells a story, these pieces from Color Story must have quite a tale. Says designer Robert Lesser, "Our customer is every woman of any age with the confidence to express herself. She is a little more of a risk taker. Wearing color speaks more clearly about her personality than white diamond jewelry. A woman in colored stone jewelry reveals her inner self. It says she is in touch with her feelings and can express them."

JEWELRY BY COLOR STORY

The Color Story gemstone palette includes Amethyst, Peridot, Citrine (Golden and Lemon), Iolite, Garnet, Topaz (Sky Blue, London Blue or White), Pink or Green Enameline, Smokey Quartz, Lavender Amethyst and Green Amethyst, which Lesser blends to create cool, warm or hot combinations.

So when the sun gets too hot, slip on some cool blue jewelry. ■

50 IDEX MAGAZINE | NO 134 RETAIL

I dex 0606

WATCH WISE

WATCHES BY POLSH STORY

FLASHING FACES

Diamond set watches have recently enjoyed increased popularity, with watchmakers responding to demand by offering more watch models with several carats of diamonds set on the face, crown and practically anywhere else on the watch case and strap. New models come from a venture between DTC Sightholder Inter Gems-Claes and Tired New York Timepieces, and one from Breitling, Tired is using Inter Gems-Claes' Esire cut diamonds in oversized oval shaped wristwatches that can contain up to 26.5 carats of diamonds.

WATCH BY HARRY WINSTON

To promote the new line the two are noting celebrities who wear the watches, such as pop and hip hop music celebrities Rod Stewart and Usher, soccer and fashion icon David Beckham and former supermodel Elle McPherson.

Meanwhile, Breitling, known for its masculine sports watches, has decided to create a feminine model - the Starliner. The small watch, just 3 cm (1.18 inches) in diameter, is set with 12 diamonds on the face and another 28 set in the crown. To enhance the marine theme, the watch face features mother-of-pearl with vertical grooves to create a shimmering reflection.

WATCH BY BREITLING

WATCH BY FATEA PHILIPPE

60 IDEX MAGAZINE | NO 135 RETAIL

I dex 0905

Show Trends

CIRCLE AND COLORS

CONTINUE TO DOMINATE

One thing can be relied upon in New York in August, a humid hot weather forecast. For participants at the JA show that took place in early August at the Javits Center, the air-conditioned halls were a welcome respite from the seasonal heat, but this year it appears that either the air-conditioning was working at turbo charge, or the halls were simply not so crowded. Talking to exhibitors, many were blaming the latter.

The opening day, Sunday, was fairly busy, with Monday seeing a noticeable decline in traffic. That's not to say the show wasn't busy, just not as busy as shows earlier in the year (notably the Vegas shows which were booming). One common refrain heard from both exhibitors and retailers is that of just how many shows can one productively attend? It appears this year, most had placed significant orders following the slew of jewelry events in Vegas, with New York suffering from a lack of demand. >>

JEWELRY BY MARTA DABROWSKI

RINGS BY COLOR STORY

88 IDEX MAGAZINE | NO 135 SHOW TRENDS

I dex 0905

Over the past few years there has been an explosion of color in jewelry lines. Jewelry lovers world over are finally realizing that color isn't just fashion, it's self-expression, a statement of style and a piece that can be passed down from generation to generation. It certainly isn't a passing trend, relegated to the bottom of the jewelry box to be replaced with the latest style. Not only are designers of colored gem jewelry witnessing an upsurge in demand for their products, but diamond heavy houses are turning too to color to offer an alternate or a splash of individuality to traditional diamond rings and necklaces. Many are even branching into the world of color, launching colored gem lines to complement established diamond jewelry lines. Great news for the colored gem industry. Could be even greater if one compares though the marketing cost spent by the diamond industry compared to that of the colored gem industry. Now this isn't something new.

It's a complaint that has been the bane of colored gem dealers, manufacturers and designers for decades. Both the AGTA and ICA recently announced plans to further the colored cause. Looking at some of the recent lines pushing color as the king, they certainly have no end of inspiration, talent and beauty with which to draw into consumers into stores in search of their own piece of the rainbow.

"For women, colored stone jewelry correlates closely with self-confidence," notes Robert Lesser, owner of Color Story. According to Lesser, the name Color Story came from the gemstones themselves. "When I started combining two or more colored gemstones together in 1997, I saw the results were cool, warm and hot looks. I began to give these combinations names like Tropicana for blue topaz and Peridot, Midnight Sun for garnet surrounded by citrine. Blueberry for iolite and so on. These names told a story and hence I named the line Color Story."

128 | A BITE OF COLOR

I dex 1005

Color Story in Editorial

JQ 0606

The Business of LUXURY

LUXURY by JCK held its 7th edition at the Venetian Hotel in Las Vegas May 30 to June 2, 2006. The event was packed with an impressive array of the industry's leading manufacturers, designers and brands showcasing their latest collections to a multitude of buyers looking for high quality merchandise.

By Cynthia Dinnigayer

As in previous years, the LUXURY show provided informative speakers at the breakfast sessions, including a dynamic presentation from gender savvy marketing expert Marcia Barbone, author of *Marketing to Women*. "Eighty-four percent of women buy their own jewelry," she told the audience. "Learn how to cater to them. Women appreciate surprise and delight, so offer extraordinary customer service and resident acts of kindness and your business will soar." Barbone also provided sound business advice on how to pull in store traffic, how to defend against both online and big box retail competitors, and how to create brand ambassadors with strong word of mouth marketing.

Phil Lempert, leading consumer trend analyst and author, also shared his expertise and insight with small business owners. Discussing demographics and the importance of trends, Lempert likened spending trends to spotting an elephant. "When you see the elephant, you want to capitalize on it. Like elephants, trends are big and lumbering and move slowly. It's important to notice the trend and get in front of it to take advantage of opportunity," he said. "The future of the luxury market is in the 3 Cs: Create a shopping experience, Celebrate the purchase by making the customer feel good about buying the item." He also advised track what collection are wearing, use the internet to sell and market and ask the customer what they want.

A few comments from readers came up the LUXURY experience. Mark Mueller of R. F. Mueller said, "LUXURY is the ideal venue for the upscale, quality-minded jeweler. I continue to be surprised by the quality of the whole LUXURY experience." Ellen and Charles Hader of Newcomer Jewelers agreed. "We really love everything about LUXURY, the one room concept, the networking, the vendors." "We're amazed exceptionally well and we plan to do two-thirds of our yearly buying while we are here. It gives us the opportunity to see the full extent of the vendors' lines - not just what the salesperson might be able to bring when they visit the store."

Exhibitors seemed also satisfied. "The show went very well for us," said Henry Dunay of Henry Dunay in New York. "Spenders are much more interested in seeing new things and buying. There is a very upsurge feeling." Carol Katz of SCHOKO, noted, "LUXURY was the best show that we've ever experienced among the international events that we do. Over the past three days, we did a tremendous amount of business, and appreciate that all of our exhibiting needs were met."

Sponsors of LUXURY by JCK included Accessible, American Gem Society, Bazaar & Boutique, FACET, Pinnacle, Creative, London, Maroon, International, JCK



JQ 0905

Jewels of the Rainbow

By Cynthia Dinnigayer

Color is the preeminent theme this year. To capture these brighter, more evocative emotions and energy, creating jewelry full of vibrant energy jewelry also can refer to a variety of beautiful shades, represented by gemstone gemstones and multi-colored gems.




The Business of LUXURY

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By Cynthia Unninnayar

COLOR STORY



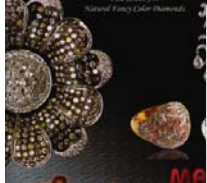
JQ 1105



1. Jewelry collection with a theme of...
2. Jewelry collection with a theme of...
3. Jewelry collection with a theme of...
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5. Jewelry collection with a theme of...
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A Dream Possession

The Jewelry in Natural Fancy Color Gemstones




Lustre 0705



Shades of

By Cynthia Dinnigayer

Purple holds a special place in Nature. The soft tones of the orchid, lilac, lavender, and violet flowers are delicate and precious, as are the shades of purple found in Nature's gemstones, including amethyst, opalite, purple sapphire, jasper, spinel, apatite, and rhodolite. Purple is a mysterious color, associated with both spirituality and nobility. Legend has it that it was the favorite color of Cleopatra, and the trademark of this noble color has historically been worn by royalty. Purple is derived from mixing warm reds with cool blues, so that it has both properties. Deep or bright purples suggest wealth, while lighter shades evoke romance and delicateness. No matter the shade, purple is used alone and in combination with other gemstones to create some of today's most beautiful and fashionable jewelry.



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July | August 2006

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The Colors of
Color Story

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Color Story

An American Best Seller

If Color Story were a novel, it would be on the New York Times best-seller list. Skyrocketing demand from an ever-increasing number of high-end retailers has sent sales soaring and the company's newest collections flying off the shelves.

By Diana S. Zimmerman

As both a company and a brand, Color Story, is remarkable in more ways than one. Less than ten years ago, Robert Leser, the creative genius behind it, had to practically plead with retailers to carry his radiant collections of multi-hued gemstone jewelry. Now—the only pleading is from retailers for more of his spectacular pieces.

“When I started mixing various colored gemstones back in 1997, almost no one was doing it,” Leser explains. “White diamonds were overwhelmingly the stone of choice. Retailers thought I was crazy. ‘Who will buy it?’ they asked.”

Who indeed. Today, Color Story has over 15,000 Skus, with three brand new collections, *Manhattan Pavé*, *Strand 2Side*, and *Park Avenue*, having just been introduced at the Couture, Luxury and JCK shows in Las Vegas. “We are growing very rapidly in the high-end market,” explains Leser. “Our three newest collections contain matching sets of necklaces, rings, and earrings, and were a huge hit in Las Vegas. As demand for colored jewelry increases, more and more upscale retailers are realizing there are substantial profits to be made by providing their customers with choices.”

Here is what a few of these upscale retailers are saying about Robert and his Color Story collections: “The new introductions of Robert Leser’s Color Story Collection at the Las Vegas shows were perfection! Robert is a master of balance in color and diamonds, bling and restraint. The consumer’s lifestyle is always part of the design equation,” says Philip Livingston, owner of Elegant Slumming Fine Jewelry. Olivia Cornell, of Cornell’s Jewelers, adds, “Color Story jewelry is amazing when it comes to color. Our clients love it. I might add that Robert is also always there for that last minute customer!” And, speaking of being there for the customer, Donna Miller, of Carlyle & Co., says “Working with Robert Leser is always satisfying. His company has a great sense of urgency and is great with customer service. Robert listens to his buyers’ suggestions. It is always pleasant working with him and his staff of talented professionals.” Elizabeth Mandros Miller, of Mystique Jewelers agrees, “Color Story is one of the few companies that follow through with everything they say. Every customer who admires or purchases a piece is happy with the quality and price from Color Story. The color of the gemstones is consistent. The quality of the workmanship is beautiful and very well received from our

customers. Any time we need to special order, the transaction is smooth and the staff is friendly and knowledgeable.”

Among the popular collections is Leser’s *Manhattan Pavé* line featuring a large center stone engulfed in micro-pavé diamonds. It screams feminine individuality and glamour. “The lemon citrine center stone surrounded by diamonds was a huge hit at the show. Women really love it,” Leser exclaims. “Men buy white diamonds for women. But women buy colored gemstone jewelry for themselves. Retailers who are savvy enough to market to women – and carry the type of jewelry they want to purchase – are realizing that this market is a highly profitable one.”

The women’s market is the fastest growing segment in the jewelry industry, and the one that Color Story, with its unique blend of both traditional and modern designs, has specifically targeted by offering pieces that are both dazzling and affordable. Prices range from \$500 to \$20,000, so virtually every woman can afford to own a piece from one of its collections.

One of the ways that Leser has been able to bring such affordable luxury to his clients is by utilizing enhanced diamonds. Realizing that natural fancies were far too expensive and would not allow for color consistency, he turned to enhanced diamonds in 2005. He created what he calls “*The Enhanced Diamond Experience™*” – jewelry that is set with genuine diamonds whose color has been permanently enhanced. “Gemstones radiate color differently than fancy colored diamonds. When I combine gemstones with colored diamonds, there is an unexpected vibrancy

that makes you look twice. With ten colors of diamonds in my palette to choose from, the possibilities are endless.

The results are nothing short of spectacular. By using enhanced diamonds, Color Story is able to produce a line of jewelry that is beautiful, affordable, and replicable in color, availability, and pricing. “Having perfectly matched colors is not that important when making one-of-a-kind jewelry,” explains Leser. “But at Color Story, we have superb color matching throughout an entire line. What this means is that any piece of jewelry can be matched with any other piece, even if the customer purchases them on separate occasions. It also means that pieces, brought in by clients for custom orders can be perfectly matched.” According to Leser, selling enhanced diamonds is just a



“We are growing very rapidly in the high-end market”
ROBERT LESER



matter of education. “Retailers need to take the time to educate their customers about these stones. When they do, enhanced diamonds sell really well.”


Today, the company also produces a fashionable line of custom-created, individualized watches. With a patent pending, it is yet another first in the industry. Customers can go to Color Story’s interactive website and select from a series of styles, colors, and configurations to create watches that are uniquely their own. “Women want to be individualistic,” Leser asserts. “With our watches, they can create a piece that completely reflects their own personality and taste.”

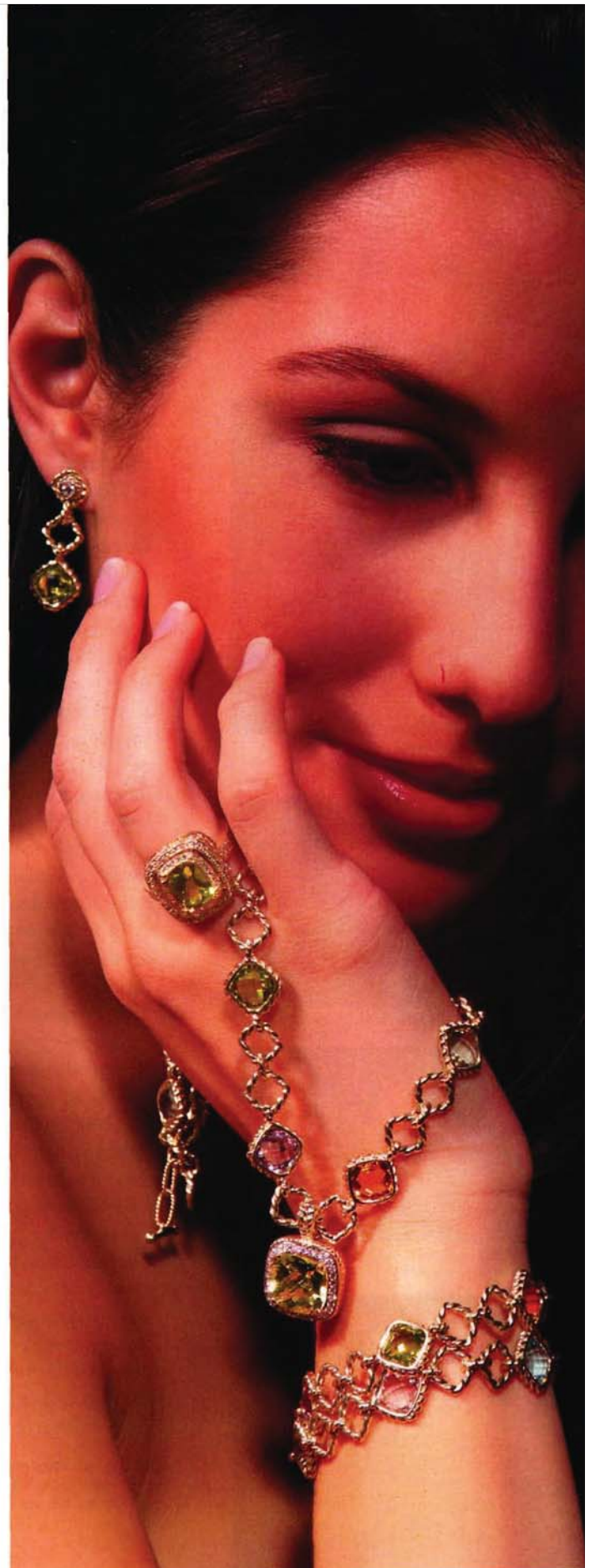
Each watch contains 41 diamonds (0.55 carat) set in the bezel, combined with another 108 diamonds (0.85 carat) set in the dial, and are available in either yellow or white 14K gold. With nine different colors that range from delicate to dark blue through green, canary yellow, and cognac, the diamonds can be mixed or matched on the bezel and dial. Even the crocodile bands are available in five different colors, adding more individuality to each custom-created look. Add all this to a five-year warranty, and it truly is a watch “without peer in the industry.”

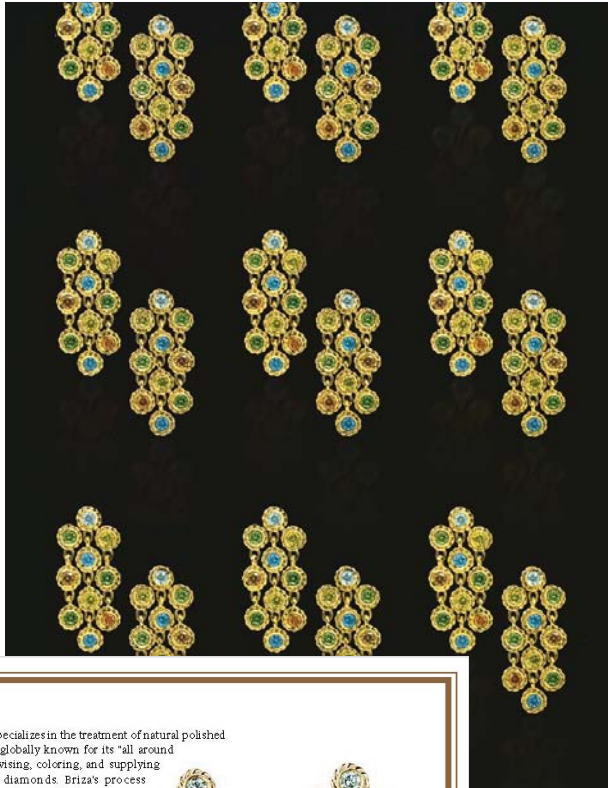
Leser inherited his innovative spirit from his father and grandfather. “My grandfather started in diamonds in 1910, buying and polishing rough. He became a De Beers’ sightholder in 1928, which continued under my father until 1981.” When he was 16, the eager young Leser apprenticed in his father’s factory, learning to polish stones. He began working full-time in the industry in the 1970s, and founded Color Story in 1997. Not only is he an astute businessman, but he is Color Story’s only designer.

Color, however, is just part of Leser’s Color Story. “We pride ourselves on our quality and expert workmanship. Aside from our Swiss Made watches, all of our jewelry is made in New York City by skilled craftspeople,” he asserts. “And, each piece comes with an unlimited lifetime warranty covering defects in workmanship. We make jewelry that women can receive as treasured gifts, or that they can purchase for themselves to accessorize their wardrobe. Our jewelry is in tune with the times, yet will be in style well into the future.”

The future for Color Story and Robert Leser, is bold, beautiful, and brilliantly branded – all by a man who has unquestionably transformed “color” into the Color Story of the decade.

(www.colorstory.com) 





Color Rising: Women, Fashion, and the Gemstone Jewelry Market

Women want fashion that's colorful, unique, and affordable. The colored-gemstone jewelry market is giving them just that.

The story of color gemstone jewelry includes earrings, pendants, necklaces, rings, color-enhanced diamonds by Color Story, New York.

February 2006 JCK 1 181

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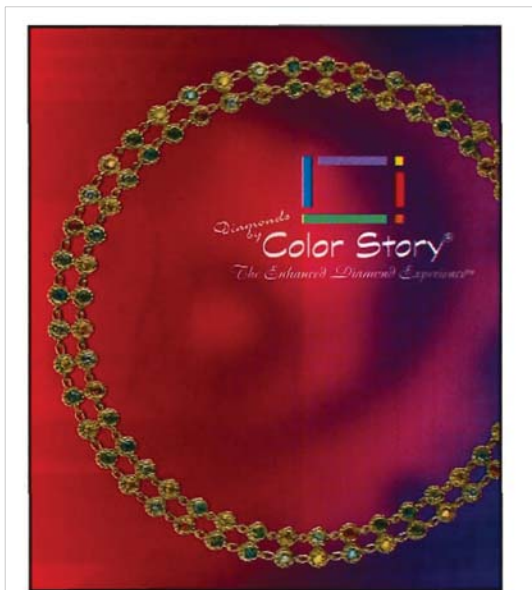
Briza
Briza Color Diamonds Ltd. specializes in the treatment of natural polished diamonds. The company is globally known for its "all around service," which includes advising, coloring, and supplying color-enhanced polished diamonds. Briza's process imitates nature, providing conditions of high pressure by an industrial electronic beam, which enables them to introduce new colors onto the market. In response to popular demand, Briza have developed a number of new colors over the last few years: ice blue, olive green and red cherry. For 2006, Briza have added pine to their color spectrum, bringing to 13 the total number of shades that they can provide to jewelry manufacturers and designers, including Color Story. ■

DIAMONDS BY BRIZA, JEWELRY BY COLORSTORY

JCK 0305

Color Story's new catalog shows more than 500 digital images with the company's new collection names. The catalog is also available as a PDF file that can be e-mailed to jewelers. For information, call (800) 223-1232, (212) 832-8013, or (212) 308-3621; or visit www.colorstory.com.

Celebrate in color® Winter 05



Color Story has released its new Diamonds By Color Story catalog titled The Enhanced Diamond Experience. The catalog features a new collection of colored diamond jewelry. Ten standardized diamond colors are available. For information, call (212) 832-6899 or (800) 223-1232.

JCK 0905

JCK 0106



JCK 0206

CONSUMER STUDY FOCUSES ON COLOR

Survey Says Women Like Colored Gemstone Jewelry

Each year, the Jewelry Consumer Opinion Council presents a series of consumer studies that focus on a topic of special interest to the gem and jewelry industries. In January 2005, JCOOC studied colored gemstones. The study was designed to assess consumers' knowledge of colored gemstones and help retailers understand consumer purchasing behavior for the category. Following are excerpts from the survey.

"Certainly, the self-purchasing female is strong on color. Of the more than 85 percent who plan to buy color for themselves, they also plan to buy gem-set jewelry for their spouse, parent, friend, sibling, and teenage child. Popular price points run from \$50 to \$500, with \$50 to \$200 being the most popular for self and gift purchases."

The report cites blue as the favorite color, because it complements a wide range of skin types. "This is followed by purple, green, and red—all sharing equal popularity," the report adds.

According to the study, the favorite colored stones set in jewelry are blue sapphire, emerald, and then ruby. It was a toss-up for fourth place among tanzanite, pink sapphire, amethyst, aquamarine, and peridot.

The survey found color to be the most important factor when purchasing gemstone jewelry, followed by the quality of the gemstone, and the style of the design. Gem cut, price, and size follow, with the designer/brand name least important.

Among survey respondents 35 percent said they own two to three pieces of colored-stone jewelry and 25 percent said they own four to five pieces. The vast majority wear their colored-stone jewelry as fashion rings (as opposed to engagement rings) and earrings. Necklaces, pendants, and bracelets are worn by roughly 50 percent of the respondents.

Earrings and fashion rings were the most popular types of colored-gemstone fine jewelry to give as a gift. Just over 16 percent of respondents said they would give a colored-

gemstone necklace as a gift.

The majority of respondents, 91.9 percent, would be willing to purchase colored-gemstone fine jewelry for themselves. Just 4.7 percent of respondents said they would not.

A total of 23.9 percent of respondents would be willing to spend \$101-\$200 on colored-gemstone fine jewelry for themselves, while 18 percent would spend \$51-\$100. Only 0.5 percent of respondents would spend over \$10,000 on a purchase for themselves.

Over 40 percent of respondents would purchase a fashion ring for themselves, while 22.7 percent would purchase fine-jewelry earrings with colored gemstones. Necklaces and bracelets were also popular items that respondents said they would purchase for themselves.

More than 45.9 percent of respondents were somewhat likely to purchase a colored-gemstone fine-jewelry item for themselves while shopping for a jewelry gift and 15.4 percent were extremely likely. The percentage of respondents who were neither likely nor unlikely was 18 percent. Just 6 percent of respondents were extremely unlikely to purchase a colored-gemstone fine jewelry item for themselves while shopping for a jewelry gift.

Beauty was chosen as the chief reason respondents like colored gemstones, followed by uniqueness, as an expression of individuality, to mark a birthday or special occasion, and as a fashion accessory.

Color was the most important attribute of colored gemstones, cited by 19.4 percent of respondents. Quality was chosen by 16 percent and design style by 17.1 percent. Next came cut, price, and size. Only 4.7 percent of respondents chose designer or brand name as the most important attribute.

All respondents said that they would be buying a piece of colored-gemstone-set jewelry for themselves within the next six months. Close to half of respondents said they would purchase colored-gemstone fine jewelry as a gift for their teenage children.

JCK 0705



JCK 0705

JCK 0606

WANT A LUXURY DIAMOND WATCH?

DIY

DO-IT-YOURSELF WATCHES GIVE CONSUMERS THE CHANCE TO DESIGN UNIQUELY PERSONALIZED LUXURY TIMEPIECES.

BY WILLIAM GEORGE AND TED BROWN EDITOR

IN THE INDUSTRY
SUPPLIER NEWS / TRADE SHOWS

SUPPLIER NEWS

Kassoy Installs Hotline on Floor of DDC
Kassoy, a supplier of tools and equipment to the jewelry trade, and the New York Diamond Center's C&D have announced the installation of a telephone hotline on the floor of the building directly to the jewelry trade in New York, N.Y., enabling club members to get online handling of their orders. For more information, call 200-462-7246, ext. 222, or e-mail jw@colorstory.com.

Color Story Wins Golden Apple
Luxury jewelry maker Color Story recently won the Jewellers of America Golden Apple award for innovation in marketing for its "The Enhanced Diamond Experience" campaign. The campaign includes a "Design Your Own Colored Diamond Watch" Web site feature.

Dahmed Wins Outstanding Exporter to Japan
On March 16 in Los Angeles, Calif., the Japan Diamond Industry and Chamber of Commerce honored Dahmed with its Outstanding Exporter award for the important role Dahmed has played in the Japanese diamond market. Dahmed's exports to Japan were \$20 million in 2005.

National Chain Group Picked for Documentary
The Jewelry Channel has selected National Chain Group as research, for a documentary on how chains make. The segment will air on the channel's program, How it's Made. The research will give viewers an inside look at the manufacturing process. National Chain uses to produce gold chains from raw materials to finished product.

Rheatal Makes a Cricket Connection
Rheatal Gold & Diamond Co., Inc., located in the spring of 2006, is a cricket being a jewelry auction conducted recently by the Company. The list was agreed by the British Chamber of Commerce. The auction benefited the cricket team for Cricket in the UK. The auction was held in London, England. The auction was held in London, England. The auction was held in London, England.

Epilux Jewelry Celebrates 25 Years
Epilux Jewelry Corp., New York, founded by Herman Skolnikoff in 1981, celebrates its 25th anniversary this year. Epilux grew from a small operation to become a leading supplier of color and diamond jewelry to the jewelry trade throughout the United States. Epilux imports gemstones, and its merchandise is made domestically.

Color Story Wins Golden Apple
Luxury jewelry maker Color Story recently won the Jewellers of America Golden Apple award for innovation in marketing for its "The Enhanced Diamond Experience" campaign. The campaign includes a "Design Your Own Colored Diamond Watch" Web site feature.

DO-IT-YOURSELF WATCHES



Color Story gives consumers the opportunity to design their own luxury diamond watches, such as these.

"Do it yourself" usually refers to home handyman projects—repairing the fence, fixing the sink, shingling the roof—but now it's also possible for consumers to "do" their watches themselves. And not just any watches, but luxury watches, sporting diamonds, and sold through jewelers.

The customizing of watches by consumers isn't new and it's not just a domestic phenomenon. Some popular brands in Japan, for example, have offered it online for years, with consumers picking up their customized watches at convenience stores. Here, too, some inexpensive DIY watches are sold directly online.

But DIY for fine watches is a new idea, and it's beginning to attract more interest among consumers and retailers. Here are three examples.

- Since 2005, Piaget has offered customized watches with the customer's fingerprint—rendered in diamonds—on the dial. A

customer goes to any Piaget boutique, orders the watch, and provides a fingerprint impression. It's sent to Piaget's jewelers in Geneva, where its swirls are copied in brilliant-cut diamonds and white gold.

"The response to this has been very good," says Keith Brown, Piaget USA vice president of marketing. "There's real interest in the marketplace. People love the watch—and that they can personalize it with their fingerprint or that of their husband or child." Worldwide sales have averaged two per month since the spring 2005 introduction, not bad for a made-to-order timepiece costing \$30,000. It's

done well enough with affluent consumers that Piaget added a pink gold version in April.

- A new company called Enila enables consumers to custom-design Swiss-made precious-metal and gem-set watches in-store, at prices starting at \$1,800. Its tagline is "Designed by You, Crafted by Us." Launched in 2005 in the Middle East, it may enter the U.S. market late this year.

Aided by the participating jeweler's staff, the customer uses a computer to review sketches, component samples, comparative models, dials (each timepiece has a unique rotating case with two distinct faces), bracelets, straps, watch movements, stone settings, and personalized engravings. The customer leaves with a dossier of printed images of the customized watch, which is made in Switzerland and sent to the store for pickup or to the customer's home. It comes in an aluminum presentation case on a hand-sculpted polished human figure.

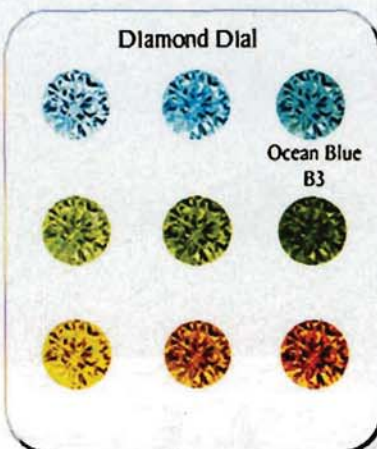
- Some of the best examples of DIY luxury timepieces are those of Color Story, a New York manufacturer of gemstone

DO-IT-YOURSELF WATCHES

The Enhanced Diamond Experience™

Strand™ Diamond Watch
Patent Pending

Design your own Colored Diamond Watch



- Select
- Gold Color
 - Dial
 - Bezel
 - Crocodile Strap



Start Over



Incomplete Style# _____

Consumers can create their customized diamond watches on Color Story's Web site.

and enhanced-color diamond jewelry. Its founder is Robert Leser, whose 30-year career evolved from diamond dealer to award-winning jewelry designer. In the late 1990s, he launched Color Story gemstone jewelry, and in 2005 expanded that with Diamonds by Color Story—jewelry using 10 color-enhanced diamonds, with new combinations every season—and his Strand diamond watch collection. Since September 2005, consumers have been able to either buy existing models in the watch line or create their own on an interactive page on Color Story's Web site (www.colorstory.com/watch).

Leser notes that the DIY feature lets consumers design a watch that complements other jewelry in their wardrobe. He also cites an advantage for participating retailers: "It's like having the inventory in stock to satisfy customers, without actually having to have it until it's sold."

Each watch has an Italian case, Swiss movement, leather strap, and 41 diamonds (0.55 cts.) on the bezel and 108 (0.85 cts.) on the dial. Clicking on a sample watch on the design page enables a viewer to choose the colored diamonds for the bezel and

case, a dial (mother-of-pearl or diamond), a 14k yellow or white gold case (polished or not), and strap color.

"There are over 1,500 possible combinations of metal, dial, strap, and color of diamond on our Web site," Leser notes. Depending on components, the customized watches retail between \$3,475 and \$6,450.

The customer's final version gets a style number and is forwarded to a Color Story retailer (where the consumer will later pick up the watch), who sends it to the company. (Retailers are listed by ZIP code on the Web site.) Customers also can design on a computer in a Color Story retailer's store. The company has some 300 retail outlets.

Depending on a consumer's choices, delivery of a watch takes one to four weeks. However, since Color Story keeps in stock numerous cases with a variety of colored-diamond bezels, plus diamond and mother-of-pearl dials and all strap colors, it can put one together quickly based on a consumer's selection.

Leser is pleased with the response thus far. "More and more people are using this [DIY page]," he says. The favorite self-design so far

combines yellow diamonds with a yellow-gold case and a green alligator strap.

To boost public awareness of its Strand watch line and self-design opportunities, Color Story ran a nationally advertised contest in April and May, inviting consumers to its Web site to create their own colored-diamond watch (up to \$6,500 retail value), which they could win in a May 26 drawing.

Giving consumers a chance to design their watches benefits both them and the watchmaker, says Leser. "For the most part, watch companies only offer metal-and-diamond or no-diamond choices," he notes. "In-store choices are generally limited, because retailers are committed to buying large quantities of a major brand and keeping a narrow selection per style to ensure they sell what they stock."

"But Color Story's design-it-yourself timepiece is a jewelry watch that lets consumers have something they won't see on another wrist, and by using color-enhanced diamonds in our watches, it's possible to offer customization at an affordable price. Stylish women find that uniqueness appealing." ■

Featured Designer



Celebrating Color

Many success stories start with people who were told not to do something. In this regard, Robert Leser has a very colorful story.

By Cynthia Unninayar



Robert Leser is a man who doesn't take no for an answer. Although everyone told him that it would never sell, this third-generation jeweler forged into colored

gemstone jewelry in the late 1990s at a time when white diamonds were the stone of choice. "When I started mixing colored gemstones in 1997, almost no one was doing it in their jewelry," Leser reminisces. "I had seen the flowers done by a famous Italian designer but he was about the only one. Retailers thought I was crazy. 'Who will buy it?' they asked." Who indeed...

"I made four rings and six pairs of earrings in one style – my original polka dot pattern – and took them to JCK in 1997. To the surprise of everyone, including myself, I received more than \$30,000 in orders. This confirmed that I had made the right decision," he says with a smile. Color Story was born and even won a Spectrum award for gemstone jewelry design in its first year. Leser goes on to say, however, that even as late as 2000 when color really took off, he still met some resistance from retailers, mostly men.

Leser gets his pioneering spirit from his father and grandfather who started in the jewelry business nearly a century ago. "My grandfather started in diamonds in 1910, buying and polishing rough. He became a De Beers'

sightholder in 1928, which continued under my father until 1981." Up to the age of ten, Robert Leser remembers always being surrounded by rough diamonds. When he was 16, he apprenticed in his father's factory over the summer vacation learning to polish the stones. Robert Leser himself began working in the industry in the 1970s and has been at it ever since. He is now at the helm of Leser Enterprises, the parent of two companies: Rialto, which distributes Italian 18K gold and diamond jewelry as well as watches, and the aptly named Color Story, which produces a wide range of colorful pieces, including custom work. Not only is he an astute businessman, Leser is also the designer of Color Story. "Jewelry is in my blood, and designing jewelry is my passion," he explains.

What inspires his designs? "I let the stones guide me. Their shape or color will direct me in some way until I find the right look. In general, I lean towards the more conservative high-end classic looks that work so well in colored gemstone jewelry." For the first twenty years of his career, however, Leser made very big and expensive Winston or Van Cleef & Arpels type pieces. "I still like those looks but now prefer them made in gemstones," he adds, "since today's customer wants wearable and affordable jewelry, not to mention, of course, color."

And speaking of color, there is color and then there is color. "Having perfectly matched colors is not that evident when making jewelry," explains Leser, "but at Color Story, we have superb color matching throughout an





entire order. What this means is that any piece of jewelry set with our gemstones can be matched with any other piece even if the customer purchases them on separate occasions.” The great attention to color also allows the brand to match pieces that are brought in by clients for custom orders.

While Color Story offers a range of gemstones, the best sellers are blue topaz, iolite and peridot. Combinations of pink tourmaline and citrine are popular as well. “We also have strong demand for our multi-color combinations or ‘confetti’ pieces, since they go with everything, clothes, shoes, handbags. They are real fashion items.” Additionally, the brand uses amethyst, white topaz, smoky quartz, and garnet. Many pieces use diamonds as accent stones, especially diamond pavé around large and colorful center gemstones.

What are the hot colors for 2005? “We think the gemstone color combination of pink tourmaline and smoky quartz, which we call ‘coco’, will be very popular. There will also be a strong demand for quartz in general. Pink tourmaline is, however, a difficult stone since it comes in so many shades. The more subtle shades will sell well, but not the ‘hot pink’ or ‘orange’ tones.”

Attention to color is just part of Color Story. “We pride ourselves on our quality and workmanship. All the jewelry is made in New York City by skilled craftspeople,” declares Leser, “and each piece comes with an unlimited lifetime warranty covering defects in workman-

ship.” With a choice of some 12,000 variations and more on the way, the attention to quality is undoubtedly a key factor in the company’s growing success.

While the emphasis has always been on the colored stone, Leser affirms that, last year, designs started “showing a little more metal.” He primarily uses green gold as that particular hue makes the stones look warmer although white gold is an option. The company’s most popular designs are three-stone rings available in more than 30 color combinations. The cable collection is also quite extensive.

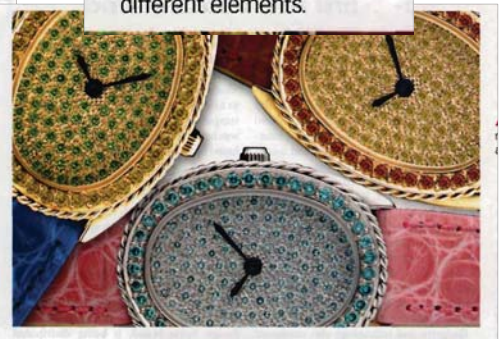
Leser’s newest creation is “Jewelmesh,” a remarkably supple “fabric” made of 2mm stones set in gold mesh that is being launched at the JA New York show in January. Composed of citrine, peridot, blue topaz, and rhodolite garnet, one bracelet alone can have as many as 400 stones totaling 14 carats. “The consumer will drive business for this type of product. It is so unique, so different, and possibilities are endless,” explains the designer. Jewelmesh is produced exclusively for the company in Europe.

“Our goal is to deliver great quality and innovative design at a fair price. We make jewelry that women can receive as treasured gifts or that they can purchase for themselves to accessorize their wardrobe. Our jewelry is in tune with the times, yet will be in style well into the future,” sums up Robert Leser, a colorful pioneer who wouldn’t take “no” for an answer. (www.colorstory.com) JQ





▼ Color Story's colored diamond watches allow buyers to customize their watch by selecting different elements.



JCK 0805



JQ 0105



“The real trend is in the blend,” declares designer Robert Leser of New York-based Color Story, who enjoys mixing colors like blue topaz, peridot and iolite, or citrine and garnets, or pink tourmaline with smoky quartz. “Earrings are number one in mixed color and are great fashion items that give a big look without a big price tag.” Barkev



Color Story

Color Story® wins JA Golden Apple New York brand Color Story has won the JA Golden Apple award for innovation in marketing for “The Enhanced Diamond Experience™” campaign, which includes their website feature, Design Your Own Colored Diamond Watch. “It is one thing to have a worthy concept and another to execute it. Having a great creative director like Amiel Weisblum made it happen,” says Robert Leser, president.

To launch its 2006 marketing campaign for its colored diamond watches, Color Story® has partnered with Tourism Ireland to sponsor broadcasts of the Masters and MCI Heritage Golf Tournaments on WCBS-TV in April and May. Color Story® has produced a fancy colored green diamond watch that will be won by a lucky CBS viewer just in time for Mother’s Day. TV spots will be aired April 6 to 23 in the NY/NJ/CT tri-state area with an audience of an estimated 3.5 million viewers running during Entertainment Tonight, The Late Show and the CBS Morning News. Color Story® will also be conducting a national “Design Your Own Colored Diamond Watch” contest from April 24 to May 24, where consumers can create their very own dream watch online at: www.colorstory.com and enter their design into a random draw-ing. The winner will be announced May 26. This contest will be tied in with all Color Story® retailers, and will be advertised in all available media. (www.colorstory.com) →

Color Story in Editorial



DESIGNING TIMES

In today's world, infused with technology, one can't stop wondering if there is still place for a wristwatch. On the streets of the city the average pedestrian carries as many as four devices which tell time. Between her cell phone, Blackberry, beeper, or mp3 player does the wristwatch lose its significance? A hard to find brand named Color Story has the answer.

Robert Leser, president of Color Story® says "Today's watch is a fashion statement. It is one way modern women choose to accessorize their wardrobes and themselves. It is first a piece of jewelry and then it tells time." But the question is how to offer a new fashionable and sophisticated watch that will stand alone among the crowd of options already available to the consumer?

Robert has the answer. "If I had to define Color Story's customer I would say she is worldly and cultured, with an eye for style and particularly the unique. If given the chance, she wants to be involved in the design of her jewelry as much as she would with any other part of her life, and this is exactly where our Color Story® colored diamond watch fits in."

Mr. Leser couldn't be more on the money. Color Story's patent pending Strand watch is the only fully consumer customizable watch on the playing field. By selecting from a palette of 9 color enhanced diamonds available for the bezel and the pave

diamond dial, or the 4 color choices of mother of pearl dials, white or yellow gold cases and 6 colors of crocodile straps, the consumer can design an incredible 1500 watch options!

that Color Story® won't be hard to find for very long.

To launch the 2006 advertising campaign Color Story® has partnered with Tourism Ireland to sponsor the Masters Golf

Tournament on WCBS-TV in April and May. Color Story® has produced an all green diamond watch that will be won by a lucky CBS viewer just in time for Mother's Day. Look for the TV spots during ET, The Tonight Show and the CBS morning news.



The Strand watch is a part of a Color Story® jewelry collection called The Enhanced Diamond Experience™. With matching customizable colored diamond jewelry in the collection as well to compliment the self designed watch, the confident and expressive consumer really has a unique opportunity to express herself in a way unavailable heretofore. It seems likely

Following closely behind the TV campaign Color Story® is conducting a Design Your Own Colored Diamond Watch contest where consumers can visit the Color Story website www.colorstory.com, create their very own dream watch online, and then enter their design into a random drawing. Truly a first in the watch trade!

Design your own Colored Diamond Watch website
The Enhanced Diamond Experience™

Strand™ Diamond Watch
Patent Pending



Choose Metal Dial Bezel Strap



Diamonds
by Color Story®

The Enhanced Diamond Experience™



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The Strand Diamond Watch
Patent Pending
To design your own watch visit ColorStory.com

Color Story in Editorial



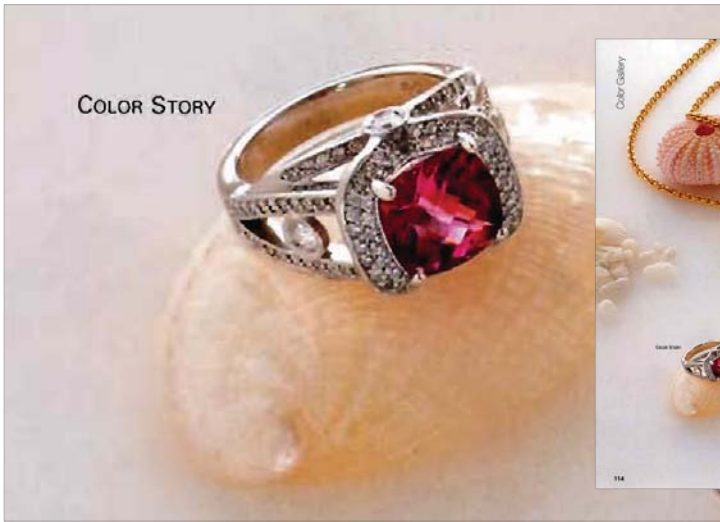
JQ_0505



JQ_0305 Wearing the blues



JQ_0506



JQ_0506



Advertorial

Color Story – The Possibilities Are Endless

Tantalizing colors, limitless combinations, and jewelry as distinct and individualist as the women who wear it – that is Color Story.®



“Gemstones radiate color differently than fancy colored diamonds,” says Robert Leser, Color Story founder and the creative genius behind this amazing company’s monumental appeal and success. “When large colored gemstones are combined with colored diamonds, there is an unexpected vibrancy that makes one look twice at what’s there.” And look twice one certainly does. It is as though each piece he creates has a hidden surprise – a mesmerizing fire that is both captivating and unexpected.

It is this love of the unexpected that first sent Leser on his journey to find a consistent, plentiful, and affordable supply of colored diamonds. He found it with enhanced stones, coining the phrase “The Enhanced Diamond Experience” – jewelry that is

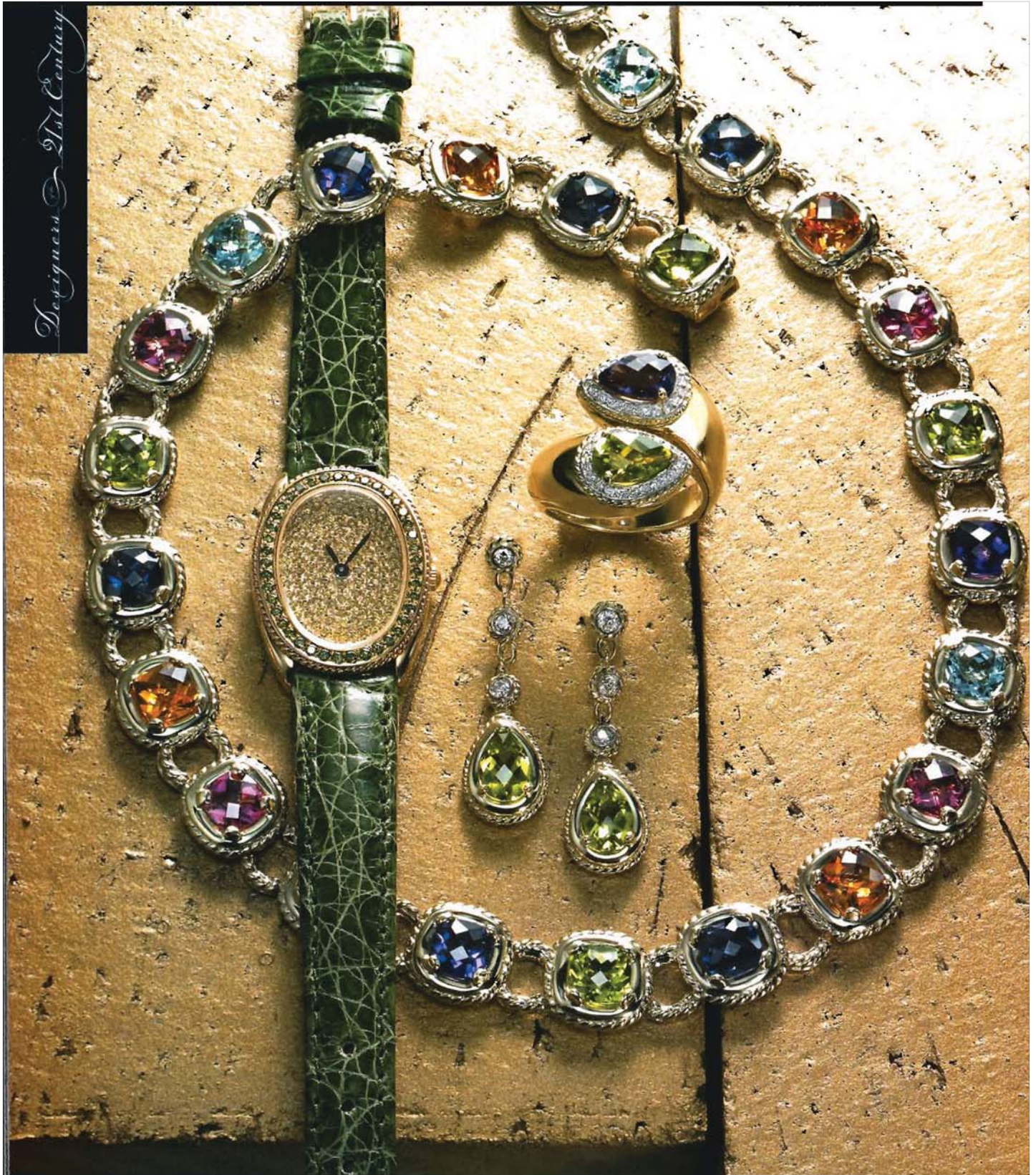
set with genuine diamonds whose color has been permanently enhanced. “These diamonds are acquired at a fraction of the price of natural colored diamonds,” he explains, “and provide the consumer with a unique, exciting, and affordable jewelry option that has never been available before; options such as our patent-pending colored diamond watch that is truly without peer in the industry – and carries a five-year warranty.”

“Everyone is immediately attracted to the fire and sparkle of colored diamonds,” Leser continues, “and I firmly believe that the colored stone of the future is the enhanced diamond.” With a remarkable ten different colors of enhanced diamonds in his palette to choose from, the creative possibilities truly are endless. So, it seems is Leser’s remarkable gift for setting trends. Since the introduction of its first line in 1997, Color Story has unquestionably become one of the leading trendsetters in the U.S. fine jewelry market.

“The wonderful thing about working with color,” adds the designer, “is the exciting new combinations that come together every season. Because our staff painstakingly selects and sorts only the most brilliant stones, which have been custom-cut especially for us, it is easy to mix and match different styles to create one’s own customized suite of jewelry.”

It’s also easy to see why the company is destined for even greater success. Be it Color Story’s remarkable line of customized enhanced diamond watches or its gemstone and diamond jewelry, each piece has a uniqueness that screams individuality. “Our customer is every woman, of any age, who has the confidence to express herself,” Leser explains. “She is an individual and somewhat of a risk taker – a person who knows that wearing color speaks of her inner self – far more than white diamond jewelry. She is in touch with her feelings and is not afraid to express them. All of my collections, Strand, Rhapsody, Manhattan, Jewelmesh®, etc. offer fashionable yet classic designs that appeal to virtually every generation.” With literally hundreds of different combinations and designs to choose from, the possibilities for Color Story and its customers truly are endless. (www.colorstory.com)

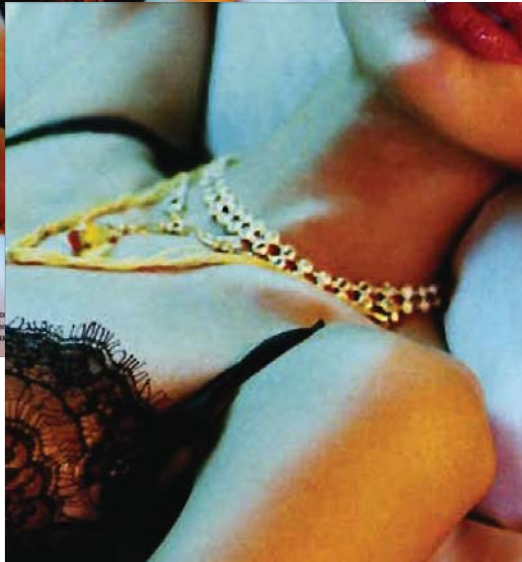
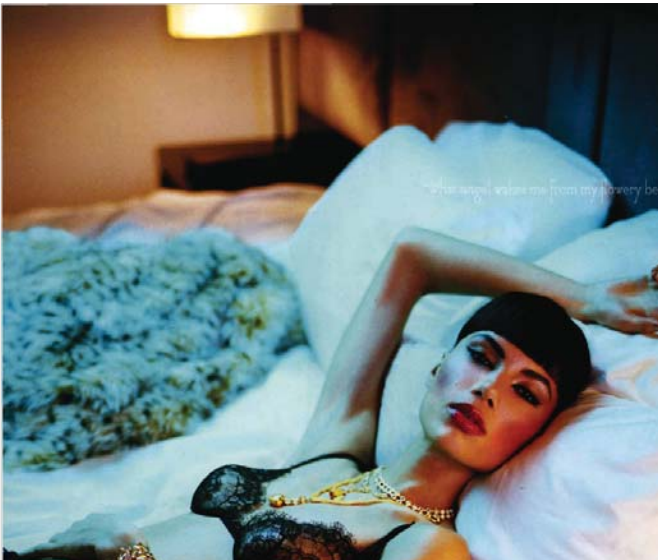




Designers of the 21st Century

Color Story

The Color Story® customer is every woman of any age with the confidence to express herself. She is a little more of a risk taker. A woman in colored stone jewelry reveals her inner self, says she is in touch with her feelings and can express them. — **Color Story**



Lustre 0106



Designing Watches at Color Story

Color Story announces a one-of-a-kind feature available only on the brand's website, which allows consumers to design their own favorite version of the company's patent-pending "Strand" colored diamond watch. This interactive feature offers the consumer over 1500 combinations of the Strand timepiece, and also provides specifications and details. To add even more fun, the watch being designed is programmed to display the correct time no matter where the internet viewer is located in the world. And, as the watch is designed, the style number changes automatically to reflect the latest selection. (www.colorstory.com)

Catalog release from Color Story

Color Story has released an updated catalog featuring an easy-to-use format. Color Story's design philosophy is to create fine jewelry which women can purchase as a gift for themselves to accessorize their wardrobes. Its pieces stand the test of time, remaining fashionable for years to come, the company says.

> (212) 832-6899, (800) 223-1232
www.colorstory.com





Color Story Is All The Buzz

Rarely is it that we get the opportunity to write about a break through innovation that will change the way women accessorize themselves. A great company in New York City is "making all the buzz" these days with their color combinations of gemstone and colored diamonds; no wonder their name is **Color Story**. Not only were they the first one to make a splash with colored gemstones in 1997, they are now designing history with the enhanced colored diamond craze.



COLOR STORY

Color Story in Editorial

The company does not adhere to current ideas and standards in jewelry. They are consistently breaking new ground and developing pieces that are distinct, fresh, sophisticated and timeless. They pride themselves with consistency to ensure that the customer's growing collection will harmonize regardless of season. Responsibility in design, and fashion innovativeness, has never united in such a profound way.

Color Story's designer, Robert Leser, is bringing you personalized luxury customization by allowing every confident woman to express herself through color. Each piece in the Color Story collection can be customized to fit your refined appetite for color and aesthetic. Colored diamonds and gemstones are to Color Story what paint is to an artist. We can only start to imagine how gemstones and colored diamonds can be combined to present themselves as a story defining mood, personality, and excitement. While color has long been part of our society, Robert believes that women use color as an outward expression of their innermost thoughts, wishes, and desires.



So you won't be surprised when Color Story considers their enhanced Color Diamond Watch line a fundamental part of fashion; a jewelry that embodies "timeless versatility." There are numerous possibilities for you to create a watch in your own unique style. Color Story® offers the consumer the ability to design their own watch on their site. To promote their enhanced diamond experience, Color Story® was aired on CBS in conjunction with the Masters and Verizon Heritage Golf Tournaments. They also ran a national Design Your Own Colored Diamond Watch contest. Consumers were directed to design their very own dream watch online and then enter into a random drawing. We dare you to declare your colors and visit their site. (www.colorstory.com).

JA Golden Apple Award Coming from an artistic family, versatile and talented Robert Leser - owner of Color Story - claims that success calls for more success. How do Color Story's collections innovate? By exploring new territories, by spotting new paths inspired by nature or architecture, by seizing the suggestions of a sunny day... that is how you win (the JA Golden Apple award). That is how you win a woman's heart.



What fashion-forward consumers will fall for next season:



National Jeweler 0406

ARM CANDY

Spring brings big, bold bracelets

New York—This spring, fashion has issued a call to arms, with bracelets emerging as a must-have fashion accessory. With fat bangles and thick, fabric-like cuffs elbowing their way into the fashion forefront, the latest bracelets are loud, colorful and full of character. Worn right, the bracelets catch the eye without



Gemstone and gold pendant by Color Story.



Understated pendants
Simple chains with tiny, often diamond-studded, whimsical charms or gemstone drops add a sweet touch to many of fall's ready-to-wear outfits. Seen at Baby Phat, Badgley Mischka and Jason Wu.

National Jeweler 0306



Modern Jeweler 0406

Color Story Sponsors Golf

Color Story, New York, has partnered with Tourism Ireland to sponsor the Masters and MCI Heritage golf tournament television broadcasts in

April and May. The company has produced a fancy colored green diamond watch that will be won by a lucky CBS viewer. TV spots in New York, New Jersey, and Connecticut will run during "Entertainment Tonight," "The Late Show," and the CBS morning news.

brilliant colors

"Color Story's new collection of enhanced diamonds mixed with colored gemstones is pretty exciting. I've had it for a week and I've sold three pieces already. The color combinations are great, for example, lemon citrine with apple green enhanced diamonds. Blues always sell well and pink sapphire and pink tourmaline are hot now too. Our own collection of pink sapphire and diamond bracelets, with the diamonds set in white gold and the sapphires set in rose gold, is selling very well. I'm really into color in my store. I love to sell diamonds but they're becoming a commodity. The romance is gone. Color has a warmer feeling. Women buy it for themselves."

— Mark Wilner, Wilner's Fine Jewelry, Plantation, Florida

A NEW COLLECTION FROM COLOR STORY COMBINES COLORED GEMSTONES WITH ENHANCED DIAMONDS IN BLUES, GREENS, REDS, AND YELLOWS. YELLOW ENHANCED DIAMOND EARRINGS AND RING WITH BLUE TOPAZ AND BLUE ENHANCED DIAMONDS, (800) 223-1232.

Modern Jeweler 0405

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DETAIL

Soft Touch



IMAGINE THE WORLD'S MOST GLAMOROUS CHAIN MAIL, IN GOLD STUDDED WITH COLORFUL GEMS. THE TEXTURE IS SUPPLE, DRAPING SOFTLY OVER YOUR FINGERS LIKE FABRIC. RHODOLITE GARNET, PERIDOT, CITRINE, AND BLUE TOPAZ ARE SET IN 14K GOLD BEZELS LINKED TO EACH OTHER WITH PIVOTING PINS, ALLOWING FLEXIBILITY IN ALL DIRECTIONS. THANKS TO TECHNOLOGY DEVELOPED BY SIGNITY, THE MESH IS CREATED IN HUGE SHEETS, INSPIRING DREAMS OF GEM DRESSES, CURTAINS, AND SCARVES. BUT THESE JEWELMESH BRACELETS BY COLOR STORY ARE THE PERFECT APPLICATION: COMFORTABLE, SLEEK, SIMPLE, BUT STUNNING. THE EIGHT-ROW BRACELET, WHICH RETAILS FOR \$2,450, IS SET WITH 384 GEMSTONES. A FIVE-ROW BRACELET, WITH 240 GEMSTONES, RETAILS FOR \$1,495. — CHERYL KREMKOW

JEWELMESH GEMSTONE JEWELRY IS EXCLUSIVELY AVAILABLE FROM COLOR STORY, (800) 223-1232. PHOTO BY CHRIS TRAYER.

Color Story in Editorial

Modern Jeweler 0606



Trends Fall 05

1. JEWELMESH NECKLACE IN 14K IS SET WITH RHODOLITE GARNET, PERIDOT, CITRINE, AND BLUE TOPAZ. SUGGESTED RETAIL PRICE IS \$2,695 FOR EIGHT ROWS, \$1,672 FOR FIVE ROWS.

COLOR STORY, NEW YORK;
 (212) 832-8013, (800) 223-1232.



Modern Jeweler 0606

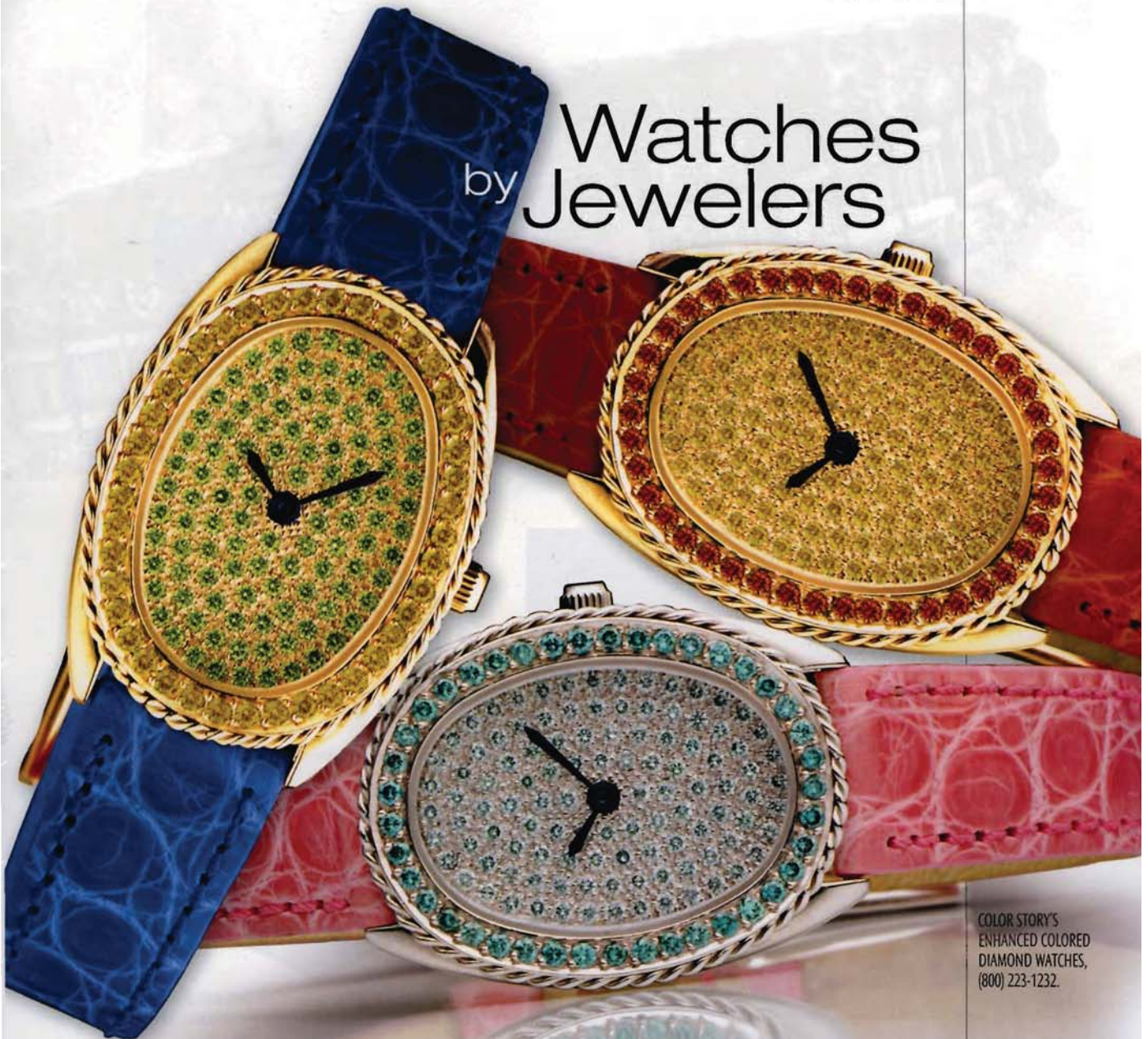


MODERN JEWELER



WATCH
TRENDS

by Watches
Jewelers



COLOR STORY'S
ENHANCED COLORED
DIAMOND WATCHES,
(800) 223-1232.

BY JEFF PRINE, EXECUTIVE EDITOR, AND TAMARA SPIEGEL, EDITORIAL ASSISTANT


While the big boys of fine watches, such as Swatch Group and Richemont, are in the midst of expanding their watch brands into fine jewelry, some fine jewelers are turning the tables.

By introducing fine watches into their collections, these jewelry companies expand their depth for their independent retail accounts and increase their consumer presence—the same reasons watch brands are expanding their range. But these jewelry watches are aimed at an interesting niche: fashionable, colorful,

diamond, and gemstone watches for women, often women self-purchasers.

Patricia Naomi of Paul's Jewelry, Lafayette, Louisiana, says she bought watches by Color Story because, "They aren't bulky and they have a feminine appeal that will appeal to women who want something unique." Although she has a separate watch department, the Color Story watches will be merchandised with the jewelry. "If they are successful, we will look into carrying other jewelry watches."


NOVEMBER/DECEMBER 2005



Color Story: the name appears to be a declaration of intent and love for fancy color diamonds and coloured gemstones in general.

Endless colors of America

COLOR STORY



Robert Leser, owner of the American firm Color Story, says that “for women colored stone jewelry correlates closely with self confidence.”



Color Story in Editorial



Let's start with your name. What kind of 'story' do you want to tell?

The name Color Story came from the gemstones themselves. When I started combining two or more colored gemstones together in 1997 I saw the results were cool, warm and hot looks. I began to give these combinations names, like Tropicana for blue topaz and Peridot, Midnight Sun for garnet surrounded by citrine, Blueberry for iolite and blue topaz and so on. These names told a story and hence I named the line Color Story. Every time I do a piece of jewelry in several different gemstone combinations, each looks so different I have a hard time deciding which is my favorite.

What type of public will you tell your story to?

Our customer is every woman of any age with the confidence to express herself. She is a little more of a risk taker. Wearing color speaks more loudly about her personality than white diamond jewelry. A woman in colored stone jewelry reveals her inner self. It says she is in touch with her feelings and can express them.

Our new Diamonds by Color Story is the ultimate new look that we know will satisfy our customers' dreams and expectations. Colored gemstones radiate color differently than fancy colored diamonds. When I combine gemstones with colored diamonds, there is an unexpected vibrancy in the diamonds that makes one look twice at what's there. With ten colors of diamonds in my palette to choose from the possibilities are endless.

You give a lively and positive interpretation of luxury. Thus the quality of the



gems have to be guaranteed. How does the selection process of the gems take place?

Our stone buyer orders everything custom cut for us. Then a selection is made based on the narrow range of color we tolerate in each gemstone color. For instance, this way all the pink tourmaline in an order will match. We always have to remember that we have many repeat customers that will be looking to match a new piece to their growing collections even if the styles are different.

Is there a particular technique to 'design with color'? What inspires you?

Very often I look to build on what came before. If I had a successful look or design last year, I won't abandon it this year for a new collection; I will expand on it, or take it in a new direction without losing the reason it was successful in the first place. From that, new looks are born and so it goes.

The wonderful thing about working with color is exciting new combinations come together every season and make it fun to design new pieces. I draw inspiration from my children, from nature, from architecture... there is nothing that doesn't give a hint that it could be something else – even perhaps jewelry.

What makes a gem dealer choose to become a jewelry creator?

I started in the industry as a rough diamond dealer when I joined my grandfather and father who were sightholders with DeBeers for over 58 years. I quickly began dealing in large polished diamonds supplying some of the biggest jewelers worldwide with, important high end pieces, but over time, white diamonds began to bore me. Fancy colored diamonds became intriguing and that's when I turned to gemstones. They were big and affordable and I could make important looking pieces of jewelry available to all women. Color Story was born. Now with new technology, enhanced color diamonds are available to me in consistent color ranges and at reasonable prices. I have gone back to where I began and the opportunities are colorful and endless.

Color Story in Editorial

8

8. MULTICOLOR DIAMOND RING IN 14K HAS A SUGGESTED RETAIL PRICE OF \$2,924.
COLOR STORY, NEW YORK;
 (212) 832-8013, (800) 223-1232.



8 FALL 2005

Trends Fall 05

Vioro 0506



National Jeweler 0705 Summer Inspires



Vioro 0506



Vioro couture beautiful and sensu



Color Story in Editorial



Contests

Nothing But Green, From Tourism Ireland



"Nothing but Green" is brought to you by Tourism Ireland. Mother's Day is right around the corner. Color Story designed by Robert Leser, will be giving away a green diamond ladies watch with a green alligator wristband. Register right here right now! It's "Nothing but Green" Phase II, brought to you by Tourism Ireland and Color Story by Robert Leser.

[More](#)


Contests - Microsoft Internet Explorer

http://wcbstv.com/contests

WCBSTV NEW YORK

Contests

Nothing But Green, From Tourism Ireland



"Nothing but Green" is brought to you by Tourism Ireland. Mother's Day is right around the corner. Color Story designed by Robert Leser, will be giving away a green diamond ladies watch with a green alligator wristband. Register right here right now! It's "Nothing but Green" Phase II, brought to you by Tourism Ireland and Color Story by Robert Leser.

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More Contests

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CBS Nothing but Green contest winner



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to register to win A GREEN DIAMOND WATCH by

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America's leading designer of colored stone jewelry.

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Web Edit ABC7Chicago Watches for Daylight Savings Time

Watches for Daylight Savings Time

October 21, 2005 - Daylight Saving Time ends early Sunday morning, October 30. As you turn the hands on your watches, wouldn't it be nice to have new watch to look at? Amanda Gizzi of Jewelry Information Center, a non-profit trade organization based in New York, shares the latest trends in watches.

Gem Dandy -- Rubies, topaz, sapphire, and peridot are just a few of the gemstones that are embellishing the latest timepieces. Women everywhere have coveted gemstone jewelry for years: it is only natural that gemstones are finally dripping from watches. Some are simply accent stones, while others become the main focus.

Flower Power -- Flowers are often a symbol of life and happiness. Some of the freshest watches this season are in the shape of flowers and bring out those same emotions.

Pretty and Handsome in Pink -- Pink is no longer an "it" color but rather a new staple. Last year rose gold began to rise in popularity and this season, rose gold watches are coming into their own. Rose gold watches are extremely popular for men and for women, watches with pink straps or gemstones are a must have item.

Certainly Ceramic -- Some watch makers have turned to ceramic for a sleek, bold look that is durable. The high tech ceramic is an avant-garde, scratchproof material that is setting itself apart in the watch world. These smooth and shiny ceramic watches will no doubt draw attraction from on lookers and its durability will keep it scratch-free and looking new.

Segment with Amanda Gizzi of Jewelry Information Center included watches by the following companies:

<http://abclocal.go.com/wls/story?section=websites&id=3559152> (1 of 4)/11/28/2005 11:06:26 AM

ABC7Chicago.com: Watches for Daylight Savings Time

- Citizen -- www.citizenwatch.com
- Coach -- www.coach.com
- Color Story -- www.colorstory.com
- Concord -- www.concord.ch
- Corum -- www.corum.ch

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Industry News

- [The Top 5 Valentine's Day Jewelry Gifts Women Desire Most for 2006](#)
- [Cutting-Edge Choppers](#)

Color Story® has won the JA Golden Apple award

for innovation in marketing for its "The Enhanced Diamond Experience" campaign that includes their website feature "[Design Your Own Colored Diamond Watch](#)".

"It is one thing to have a worthy concept and another to execute it. Having a great creative director like Amiel Weisblum made it happen, says Robert Leser president. The award was presented at the JA Winter show.

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2006 GOLDEN APPLE AWARD - INNOVATION IN MARKETING



Color Story in Editorial



Friday, February 11, 2005



EXTRA INFO

Valentine Jewelry

February 11, 2005 — Many people become engaged on Valentine's Day, so diamonds are hot commodities at this time of the year. Other fine jewelry items made of gold, silver and precious stones are Valentine gifts for Valentine's Day. And Amanda Gizzi has some gift suggestions that will dazzle your sweetheart.

The Most Romantic Jewelry Gifts

Featuring jewelry gift ideas, from the affordable to the extravagant, including:

Personalized jewelry—look for pieces that can be engraved or pieces that represent something

special about the

Gems hues and

the perfect gem

Hearts-from the

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9/28/2005

The jewelry shown will be from the following jewelry designers:

Aaron Basha, www.aaronbasha.com

Alex Woo, www.alexwoo.com

Amy Levine, www.amyllevine.com

Catherine Michiels, www.catherinemichiels.com

Color Story, www.colorstory.com

Dana David, www.danadavid.com

Denise Wood, www.denisewood.com

Ema Takahashi, www.ematakahashi.com

Gurhan, www.gurhan.com

Jacob & Co., www.jacobandco.com

Kay Jewelers, www.kay.com

Lancaster Watches, www.lancasterwatches.com

Margo Manhattan, www.margomanhattan.com

Marya Dabrowski, www.maryadabrowski.com

Roger Dubuis, www.rogerdubuis.com

Stacey Lorinczi, www.lorinczi.com



Color Story in Editorial

Color Story wins Golden Apple Award at JANY



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Color Story wins Golden Apple Award at JANY

JANUARY 26, 2006 - New York -- Gemstone company Color Story received the JA Golden Apple award for innovation in marketing at the JA New York Winter Show, for its campaign, trademarked as "The Enhanced Diamond Experience."

The campaign includes, "Design Your Own Colored Diamond Watch," a feature on Color Story's Web site.

"It is one thing to have a worthy concept and another to execute it," Color Story

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Web Edit National Jeweler Golden Apple Award

Color Story launches contests for diamond watch

The Immediate Release

Color Story launches contests for diamond watch

Title: Color Story launches contests for diamond watch

Released by: Color Story / Amiel Weisblum

Release Date: 2006-02-28 11:29:30

Summary: Design Your Own Colored Diamond Watch contest. The contest invites consumers to visit Color Story's Web site to create their own fantasy watch, then enter into a random drawing to win their creation.

Website: <http://www.colorstory.com>

For Immediate Release:

FEBRUARY 27, 2006 - New York -- Running two separate contests this spring, gemstone jewelry firm Color Story has partnered with Tourism Ireland to sponsor the Masters and MCI Heritage golf tournaments as part of its 2006 marketing campaign.

In connection with the campaign, the Color Story will hold a contest through which a CBS viewer will win a fancy-colored green diamond Color Story watch, according to a company release issued Thursday. Color Story will advertise the contest April 6-23 in the New York tri-state area. Ads will run on Entertainment Tonight, The Late Show and morning news programs.

Following that promotion, Color Story will run a "Design-Your-Own Colored Diamond Watch" contest from April 24 to May 24. The contest invites consumers to visit Color Story's Web site to create their own fantasy watch, then enter into a random drawing to win their creation. The contest will incorporate all Color Story retailers, and the winning watch can go up to \$6,500 in value.

In January, Color Story won the JA Golden Apple Award at the JA New York Winter Show for marketing.

For more information, visit: www.colorstory.com



Website: <http://www.colorstory.com>

For more details:
800-223-1232
18 East 48th Street Suite 1104
New York, NY 10017

Keywords: Watch, Diamonds, Gemstone, Jewelry, Color Story, Leser, Diamond, Design, Time, patent, gemstone, Win, Contest

Web Edit JCK Watch Contest

Color Story to sponsor two watch promotions

JCK-Jewelers Circular Keystone -- 2/24/2006 8:15:00 AM

To launch the 2006 marketing campaign for its colored diamond watches, Color Story has partnered with Tourism Ireland to sponsor the Masters and MCI Heritage Golf Tournaments broadcasts on WCBS-TV in April and May.

Color Story has produced a fancy colored green diamond watch that will be won by a lucky CBS viewer just in time for Mother's Day. TV spots will appear in the New York City Metro area (which includes New York, New Jersey, and Connecticut). The total audience is estimated at 3.5million viewers. The ads will sun from April 6 through the 23 on during Entertainment Tonight, The Late Show and the CBS Morning News.

JCKmagazine.com

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Internet Update

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http://www.jckmag.com/article/1010101.html (1 of 2)3/6/2006 4:08:50 AM