

Facets

ts, and novel ideas from the world of fine jewelry.



Collezione Smalto

and fashion jewelry, is now introducing Collezione Smalto. "It is a new concept, with expressive motifs, with the added color effect," says brand manager. Explaining that the move on the pieces of jewelry is a new ground in fine jewelry world, this new collection is for those who love the playfulness of these colorful diamonds.

Expo at Bangkok Gems and Jewellery Fair

The inaugural edition of the Bangkok Jewellery Manufacturers Fair organizers are giving the fair a new twist. The highlight of the fair will be held from June 14 to 18 at the Bangkok International Convention Center. The Silver Jewelry Expo will also be a fair within a fair, featuring jewelry manufacturers and other producing countries like India, Turkey, Italy and others. The World Silver Expo will be a special Cash & Carry event to attract new visitors to make the fair more interesting. (www.jewelmfg.com)



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 drawing. 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) →

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THE INTERNATIONAL JEWELRY QUORUM

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Focus on Italy

■
Diamonds
for Everyday

■
Zydo's Classic
Creativity

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Special Section
"Designers of the
21st Century"

