

Heather Questa



PIN PIC / LANDING / eBLAST

Grid motif created in Photoshop visually organizes the large variety of Angelica custom charms.

ROYAL CHAIN / ANGELICA


ANGELICA
expressions of the mind, heart and soul

BE A HERO

FUNDRAISING WITH ANGELICA IS GREAT FOR YOUR COMMUNITY AND BUSINESS!

We want to make it easy for you to give back to the community while garnering positive attention for your business. We'll create custom charms that can be used for any community fundraiser you choose*.

HELP A GOOD CAUSE

GET INVOLVED WITH "CAUSE MARKETING"

RAISE VISIBILITY AND GOOD WILL FOR YOUR BUSINESS

INCREASE SALES WITH THIS POPULAR COLLECTION

See what others have to say about this program.

"Cause Marketing is great for your business. This promotion was turnkey, easy and the organization loved it. And it didn't hurt that we did a little business too." Joe Smith, owner.

Angelica is the perfect way to help your local school or charitable organization promote their cause.

With each bracelet sold, Angelica gives back \$.25 to Generation Rescue, a charity which assists families of autistic children. To date, Angelica has generously donated over \$200,000.

*\$100 bracelet order minimum

For more information contact Mark Pflanzner at 212-382-3340, ext.352, or mark@royalchain.com.


ANGELICA
expressions of the mind, heart and soul

WE'RE TURNING ON THE CHARM FOR YOUR FUNDRAISER

If you're planning a fundraiser for your favorite school, religious or non-profit organization, we'd like to help make it amazingly successful. How? We'll create custom bracelets from one of our best-selling lines - The Angelica Collection.

With each bracelet sold, Angelica gives back \$.25 to Generation Rescue, a charity which assists families of autistic children. To date, Angelica has generously donated over \$200,000.

THESE HUGELY POPULAR, ON-TREND CHARM BRACELETS CAN BE CUSTOMIZED WITH A MESSAGE CREATED JUST FOR YOUR CAUSE.

It's our way of helping you help our community. Give us a call and share with your friends. Just ask us how you can start.

The only thing better to go around his neck is a hug.

Celebrate your Dad this Father's Day.



Steel stainless steel dog tag with carbon fibre accent and 20 inch chain. \$50.00.



JAMES O. POAG JEWELLERS
 94 Frank St. | Strathroy | N7G 2R6
 Ontario | (519) 245-1040
 Poags.com

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 Ontario | (519) 245-1040
 Poags.com

HE'S TIMELESS.


HE'S THE ALL-TIME BEST



Father's Day is June 17th

Check us out for other amazing timepieces.

Check Our WATCH GALLERY for other great ideas for Dad.



JAMES O. POAG JEWELLERS
 94 Frank St. | Strathroy | N7G 2R6
 Ontario | (519) 245-1040
 Poags.com

eBLAST

Watch illustration created in Photoshop. Stone motif suggests permanence and reinforces the Timeless header.

POAG JEWELERS

PRINT ADS

Type and illustration of necklace created in Photoshop using wood grain backdrop for full color newspaper ads.

POAG JEWELERS

THE EDGE
MORE THAN SOFTWARE, A SOLUTION

the **edge**
retail academy
THE PROVEN JEWELRY BUSINESS ADVISORS

THE EDGE /
EDGE RETAIL ACADEMY
CONFERENCE
SEPTEMBER 17 - 19, 2018

Mark Your Calendar!

FREE for all Edge Users and
Business Academy Members

To learn more and take
advantage of this great
opportunity,

[CLICK HERE](#)

REGISTER

You use the *EDGE* software for jewelers. But, do you use everything it offers? Probably not. Time to sign up for the:

THE EDGE /
EDGE RETAIL ACADEMY
CONFERENCE

*3 Days Will Change
the Course of Your Business!*

SEPTEMBER 17 - 19

Here's a taste of what you will learn:

- How to Rid Yourself of Aged Inventory
- How to Discount Less and Increase Profits
- How to Buy More Strategically
- How to Implement EVERY EDGE Tool

Use this conference to master everything you need to know about the total solution software.

[CLICK HERE FOR THE COMPLETE SCHEDULE. REGISTER NOW!](#)

THE EDGE
MORE THAN SOFTWARE, A SOLUTION

the **edge**
retail academy
THE PROVEN JEWELRY BUSINESS ADVISORS

LANDING PAGE

Typographic layout created in Photoshop for landing page.

WASHINGTON DIAMOND

Private
SALE

for our preferred customers!

Save 15-35% Off*
Select Fine Jewelry

Now Through **MAY 31ST**

MAKE YOUR APPOINTMENT

Schedule a time today for the best opportunity to select that special piece you have always wanted. Just in time for Mother's Day, Graduations, Anniversaries, and more!

*Discount applies to sale items. Not valid on special orders, loose diamonds, wedding bands, or repairs. May not be combined with any other offer. Sale ends May 31, 2018.

eBLAST and LANDING PAGE

Multiple triangles in the illustrated portions repeat the diagonals in the logo and visually suggest an edge.

THE EDGE



FACEBOOK POSTS

Marketing post templates for jewelery retailers created in Photoshop for both desktop and mobile proportions.



PIN PICS

Photoshop illustration of custom ring with reflections on a geode backdrop for jeweler's Pinterest page.

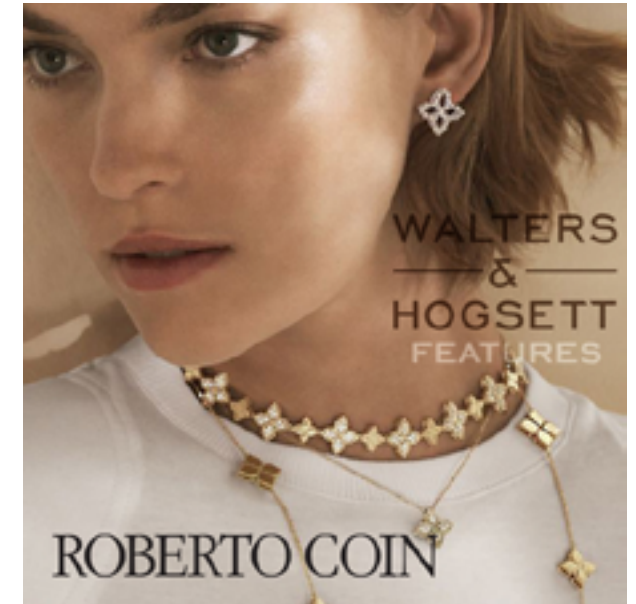
SCHMITT JEWELERS



PIN PICS

Designer jewelry images with typography and branding created in Photoshop for jewelers Pinterest page.

WALTERS & HOGSETT JEWELERS



eBLAST and LANDING PAGE

Layouts created in Photoshop for eBlast and landing page directed at closed prospects.

WASHINGTON DIAMOND

IT'S BEEN A WHILE AND WE WANTED TO SAY, HELLO AGAIN.

We understand you have numerous options when it comes to purchasing fine jewelry, but the Washington Diamond staff would love to welcome you back and show you the many reasons why Washington Diamond is the premier fine jeweler in the metro D.C. area,



- Superior level of expertise, presentation and value
- Undivided attention in a no pressure consultation
 - Wide selection of fine jewelry
 - Custom design always available
- 100% satisfaction guarantee, including custom orders
 - Jewelry restorations, repairs and cleaning
 - Diamond trade up
- Consignment and diamond buying

WE HOPE TO SEE YOU SOON!

CLICK HERE
to redeem your special offers

Welcome back to Washington Diamond!

As a thank you for your continued support, please accept this special offer with our compliments. To redeem, just print and bring in this page or show us a screenshot on your phone.

\$200 OFF!*

When you spend \$1,000 or more.
Receive \$500 off when you spend \$2,500 or more!

CODE: CLPRSPCT

*One offer per customer. Not valid on loose diamonds and cannot be combined with any other offer. This offer is not transferable and will expire on August 31, 2016.

eBLAST

Type treatment and pearl image edited in Photoshop.

SHAFTEL DIAMONDS



THE ONLY PLACE
YOU'LL FIND **MORE**
IS IN THE OCEAN.



SOUTH SEA PEARLS.
TIMELESS AND ELEGANT.

MULTICOLOR SOUTH SEA PEARLS WITH A
14K YELLOW GOLD PEARL CLASP.

\$4,195

SEE MORE BEAUTIFUL PIECES HERE.

MARK YOUR MILESTONE
BEAUTIFULLY.



MARK YOUR MILESTONE
BEAUTIFULLY.



MARK YOUR MILESTONE
BEAUTIFULLY.



MARK YOUR MILESTONE
BEAUTIFULLY.



Want to make this anniversary really special? Show her how much she means to you with a stunning piece of jewelry as beautiful as the love you share. It's the ultimate way to tell her you'd do it all over again, no matter how many years you're celebrating.

**SHOP HERE FOR THE PERFECT
ANNIVERSARY SURPRISE**

eBLAST / PIN PIC / WEB BANNERS

Type treatments and jewelry with reflections created in Photoshop for web banners, Pinterest pic and eBlast.

MOSES JEWELERS
SINCE 1949

Call us today at: (412) 312-4305

SAVE UP TO 30% ON NEW ROLEX!
SHOP HERE

BRIDAL - VINTAGE & CONTEMPORARY ESTATE - FINE JEWELRY - DESIGNERS - THE MOSES BLOG - ABOUT US - CONTACT US -

MOSES JEWELERS. WHEN IT'S REAL.

Estatement
JEWELRY

Make a statement every time you wear a piece of fine jewelry from our Vintage & Contemporary Estate Collection. Experience the value and romance of affordable luxury.

Authentic • Curated • Quality

VINTAGE & CONTEMPORARY
Estate
JEWELRY COLLECTION

Estate

VINTAGE & CONTEMPORARY
ESTATE JEWELRY

YESTERYEAR'S CRAFTSMANSHIP
is Today's Affordable Luxury

Authentic • Curated • Quality

Estate

VINTAGE BRIDAL

YESTERYEAR'S CRAFTSMANSHIP
is Today's Affordable Luxury

Authentic • Curated • Quality

Vintage Diamond Engagement Rings are priced Complete and include the Center Stone.

Estate

PRE-OWNED ROLEX

Authentic • Curated • Quality

All Certified Pre-Owned Rolex watches from Moses Jewelers include a one-year warranty (unless otherwise noted in product description).

HOMEPAGE and SLIDER IMAGES

Typographic and Photoshop images of vintage jewelry for promotion of estate jewelry collection on jeweler's website.

MOSES JEWELERS: [LINK](#)

WHAT'S NEW AND COMING SOON

at

Hasenfeld-Stein^{INC.}

THE FIREMARK® BRAND

In the past, we've been known as FireMark™, FireMark® Princess, and FireCushion®. Our differing websites have added to the confusion. We are now positioned as the FireMark™ diamond brand. Under that brand umbrella will be our two proprietary product lines – those being the FirePrincess® and FireCushion® diamonds. If you are a Forevermark retailer, the Forevermark moniker will always appear with the brand name and the product lines. You'll begin to see the changes evolve in new marketing materials and future in-case displays and signage. We've also developed a new tagline, which we believe is unique; speaks to our brand; and bears no confusion to any other existing brand.



FIRE MARK®
The Element of Perfection.™

Two creative marketing campaigns are being developed for use for all traditional and digital marketing. All materials will be ready for peak selling season, Q4. Here's what's in store for your store:

THE CAMPAIGNS

It starts with a spark™
Love burns bright™

eBLASTS and PRINT AD

Photoshop eBlasts and InDesign print marketing sheet for rebranding campaign of diamond manufacturer.

HASENFELD-STEIN DIAMONDS

Hasenfeld-Stein^{INC.}



**There are rounds.
And, there are Hasenfeld-Stein rounds.**

Consumers love rounds. In fact, it's the most popular diamond shape in the US. If you're looking to sell the most *beautiful* rounds, you need to meet with us.

Hasenfeld-Stein is synonymous with super Ideal rounds.

In fact, we are among the main producers of the one carat plus Black Label Round. But, we don't just cut any rounds. We cut Ideal Triple Excellent/Triple Zero .40 points-5 carats rounds, D-I, IF-II.

Come to our booth to see our new production, cut specifically for the JCK show!

There's no round-about way of telling you more.

*Make an appointment TODAY.
Sell more diamonds tomorrow.*

CONTACT HERTZ HASENFELD
or call 212-575- 0290.

JCK | Booth LUX301

Easy Terms • Responsibly Sourced

Hasenfeld-Stein^{INC.}

What's New?

As a FireMark™ customer, you've been accustomed to hearing and seeing our marketing materials as FireMark™, FireMark® Princess, and FireCushion® depending on what diamond you carry. In addition, different websites have added to the confusion!

We are now positioned as ONE brand with a new tagline which we believe is unique; speaks to our particular brand; and bears no confusion with any other brand:



FIRE MARK®
The Element of Perfection.™

Stay tuned!

We'll be introducing some great new marketing creative in the months to come. And, look forward to speaking about it with you in Las Vegas.

SAVVY SHOPPERS ARE ON

THE CASE

ALL ITEMS INSIDE ARE 50% OFF!

Stop in and discover amazing savings on stunning jewelry featured in The Case. Items can change at any moment. And at 50% off, these pieces won't last long. *So shop now for phenomenal values!*



MOSES
JEWELERS
SINCE 1949

524 NORTHPOINTE CIRCLE, SEVEN FIELDS 724-591-5776 | CLEARVIEW MALL, BUTLER 724-283-2776

MOSESJEWELERS.COM

PRINT AD and eBLAST

Photoshop illustration of jewelry on parchment suggests the old world feel of estate pieces offered by this jeweler.

MOSES JEWELERS



Pre-owned pear-shaped emerald and diamond pendant featuring 15 round diamonds. 5ct in 18k white gold.

NEW ~~\$2,200~~
Our Price \$1,195



Pre-owned platinum and diamond band, featuring 10 round brilliant-cut diamonds, signed Tiffany and Company

NEW \$2,600
Our Price \$1,800

Estate

JEWELRY COLLECTION

Authentic • Curated • Quality



Pre-owned Rolex Submariner. Crafted in stainless steel and featuring a black dial in a 40mm case. Includes a one year warranty. Excellent condition with box and papers.

\$8,000



DISCOVER THE **SOLUTION** TO JEWELRY STORE MANAGEMENT.

THE EDGE[®]

MORE THAN SOFTWARE, A SOLUTION.

Nation's #1 Jewelry Software

CONTACT US FOR A **FREE** CONSULTATION
855.TRY.EDGE OR TRIAL@EDGEDEMO.COM

Our partners make all the difference. Visit them at the show.

At the center of our solution is some pretty good software, but our partners and the functionality they add are the reasons the Edge is the #1 jewelry store management solution in the industry.

- ▼ Talk to Punchmark about websites seamlessly integrated with the Edge, developed on their jewelry specific website platform.
- ▼ Talk to Montage or Jewelers Mutual at the show to learn how their jewelry care plans benefit you and your customers. They integrate with the Edge, and add profit to your bottom line, too!
- ▼ Talk to Podium about the ease of getting more 5-star reviews through Edge integration.
- ▼ Talk to TSYS about processing your credit card transactions. The rates are competitive, the service is first class and your store will be eligible for on-going free Edge training.
- ▼ Talk to us to learn more about our integrated marketing partners and what they have to offer.

The Edge and its partners deliver a complete solution to jewelry store management.
All the pieces, all the functionality in one package and the training to apply it.
It doesn't get any better.

THE EDGE

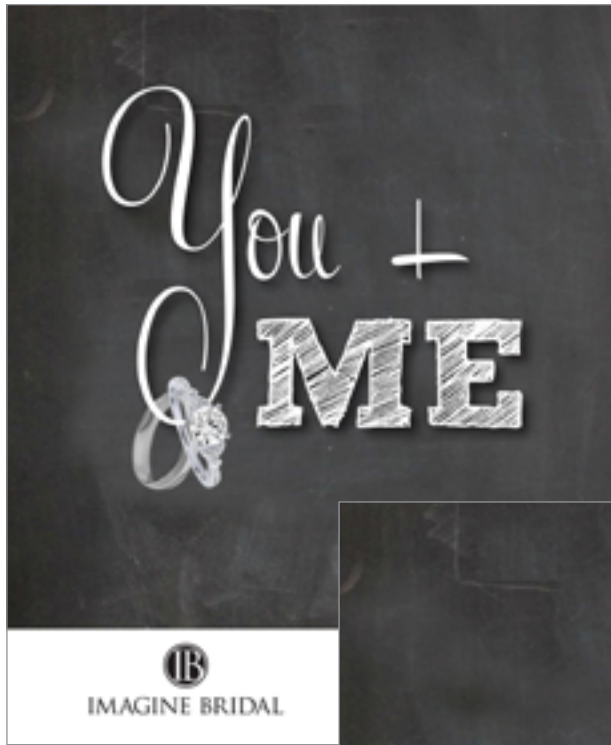
MORE THAN SOFTWARE, A SOLUTION

The Edge is the #1 jewelry software in the industry with over 3,500 users.

PRINT ADS

Fullpage and quarter-page ads created in Illustrator for a jewelry industry trade magazine.

THE EDGE



Love
MATTERS



NEW RETAILER CAMPAIGN

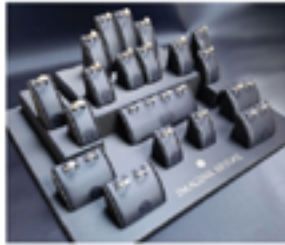
Chalkboard concept represents a new direction, while the paint stroke heart is a variation on existing look.

IMAGINE BRIDAL

IMAGINATION

BY IMAGINE BRIDAL

A Turnkey Bridal Sterling Silver CZ Sample Collection



ENGAGEMENT RINGS | ANNIVERSARY BANDS | ETERNITY BANDS | MATCHING SETS
 MAIL@IMAGINEBRIDAL.COM | 800.869.0708 | WWW.IMAGINEBRIDAL.COM



IMAGINATION

BY IMAGINE BRIDAL

A Turnkey Bridal Sterling Silver CZ Sample Collection



LUXURY **JCK**
 at JCK
SALON LUX - 117

FOREVERMARK | IMAGINE BRIDAL | JJO MASTER JEWELER

POSTCARD and eBLASTS

Photoshop images of diamond rings on paint stroke applied to campaign of direct mail and eBlasts.

IMAGINE BRIDAL

THE IMAGINATION COLLECTION OFFERS:

- The ability to show more product with less investment dollars
- Our best-selling styles featured in Sterling Silver and CZ
- Instant live pricing via ImagineBridal.com
- Access to Imagine Bridal's extensive marketing materials
- Orders in 14K, 18K, white, yellow, rose gold, and Platinum
- Custom Imagine Bridal display set(s)
- And more!

MORE THAN 250 RETAILERS ACROSS THE COUNTRY HAVE JOINED THE IMAGINE BRIDAL NETWORK. HERE'S WHAT JUST ONE HAD TO SAY:

"GREAT PARTNERS, GREAT PRODUCT, WITH BETTER THAN EXPECTED SALE THROUGH THE TEAM AT IMAGINE BRIDAL HAS CREATED A GREAT CONCEPT, AND WE ARE PLEASED TO BE PART OF THEIR FAMILY OF AUTHORIZED RETAILERS."



LUCYAN LEE, NALES JEWELERS

AN AUTHORIZED FOREVERMARK MANUFACTURER
 AUTHORIZED PETER'S MANUFACTURER

MAIL@IMAGINEBRIDAL.COM | 800.869.0708 | WWW.IMAGINEBRIDAL.COM

IB
 IMAGINE BRIDAL
 99 Cather Mill Road - Suite 370
 Great Neck, NY 11001

CREATE YOUR OWN EXCLUSIVE BRAND!

- Work with us to develop a tailor-made program designed to promote and move your private collection
- Create your own private label brand and offer a collection that's exclusive in your market
- Customize our web platform with your logo and retail pricing

CLICK TO MAKE YOUR APPOINTMENT NOW
DON'T WAIT!

LUXURY **JCK**
 at JCK
SALON LUX - 117

FOREVERMARK | IMAGINE BRIDAL | JJO MASTER JEWELER

SPONSORED CONTENT



Purely Profitable

Pure Grown offers jewelers a way to put the profit back in their diamond business.

If a gemstone offered incredible beauty and maximum brilliance, it did so at a price that was beyond reasonable for its rarity and increased your profit margins—as an experienced jeweler, you might say it sounds too good to be true.

But all of these deliverables are a reality, right here and right now. Pure Grown, the world's largest, longest-producing and most successful grower of above-earth diamonds, offers an incredible opportunity to build a renewed profit center in a category that has been lacking in profitability and differentiation over the years.

Pure Grown Diamonds is the world's leader in diamonds that are grown above the earth, using formulas and growing procedures that have been developed over years of research and investment. Today, the company has the largest inventory of laboratory-created diamonds in the world, as well as the broadest assortment, in sizes up to 5 carats.



Your customers can now get their dream engagement gem at about 30% to 40% less than the cost of a mined diamond. And you get something you may not have seen in quite a while. A 50% profit margin and a truly differentiating product offering that lets your store stand out from the competition.



With exceptional selection in cut, color and carat weight, Pure Grown Diamonds are the perfect solution to ever-thinning margins. But profit alone isn't the only reason to love them. Structurally the same as mined gems with the same optical, physical and chemical properties, a Pure Grown laboratory-grown diamond's carbon footprint is significantly less than that of a mined diamond. They're also extremely beautiful and bright—all Pure Grown Diamonds are triple excellent ideal cuts. Colorless, near colorless and pink Pure Grown Diamonds are Type IIa, the rarest diamond category representing only 1-2% of mined gems.

Every Pure Grown Diamond comes lab graded and laser inscribed, using the same independent labs that grade mined diamonds. "Lab grown" and a proprietary report number are inscribed on the girdle of each diamond, so they are easily identifiable.

Pure Grown has also invested heavily in helping jewelers to sell, offering everything from comprehensive training modules to beautifully designed marketing and merchandising materials to promote the brand at point of sale. And now, Pure Grown offers memo support for retail jewelers.

So, what are you waiting for? Contact Pure Grown Diamonds to find out how you can start selling these amazing gems today!



See Pure Grown Diamonds for yourself.
Visit us at Booth B24183!

PAGE LAYOUT / PRINT AD

InDesign page layout for sponsored content diamond advertisement in a jewelry industry trade magazine.

PURE GROWN DIAMONDS



GIFT CERTIFICATE and FACEBOOK POST

Gift certificate design templates created in InDesign and Facebook post for partnership with various charities.

WALTERS & HOGSETT JEWELERS



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