

JCK

Jewelers
choice
Awards



the
Best
of the
Best

Presented by **GCAL** and **AGL**



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JCK
LAS VEGAS
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#361

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*"I've never been so sure
about anything or anyone."*



Award Winning Designer

JA New York: Mar 9-11, 08 • Booth 1402
Midwest JE, WI: Mar 29-30, 08 • Booth 623
ACRE Las Vegas: Apr 26-28, 08 • Booth 423
LUXURY by JCK: May 27-29, 08 • Booth 1105
JCK Las Vegas: May 30 - Jun 3, 08 • Booth 17110 - LC

1-888-439-0272

www.FrankReubelDesigns.com

THE ART OF DESIGN™

COLLECTION



FRANK REUBEL
DESIGNS

All jewelry and designs created and copywritten by Frank Reubel Designs

AWARD WINNER



8 THE BEST OF THE BEST:
A behind the scenes look at the first annual
JCK Jewelers Choice Awards.

Product Categories

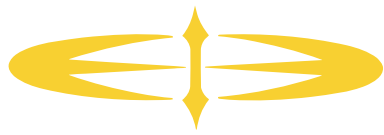
- 52 BEST BRACELET DESIGN
- 56 BEST BRIDAL DESIGN
- 54 BEST EARRING DESIGN
- 19 BEST JOURNEY DIAMOND JEWELRY DESIGN
- 46 BEST NECKLACE DESIGN
- 50 BEST RING DESIGN
- 32 BEST 3-PLATINUM RING BRIDAL SET
- 22 COLORED STONE JEWELRY
- 16 DIAMOND JEWELRY
- 34 GOLD JEWELRY
- 38 MEN'S JEWELRY
- 41 OTHER METALS JEWELRY
- 26 PEARL JEWELRY
- 29 PLATINUM JEWELRY
- 36 'SPRING REVELATIONS' ~ JEWELRY IN
CELEBRATION OF "MAY IS GOLD MONTH"
- 42 SYNTHETIC STONE JEWELRY
- 44 WATCHES

JCK
Jewelers
choice
Awards

58

WHERE TO BUY: Alphabetical listing of the JCK Jewelers Choice Award winners and finalists, their company contact information and page their jewelry is featured.

Necklace by Orlando Orlandini, Srl
On the Cover: Christopher Designs, Grand Prize Award Winner



MICHAEL B.



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The Princess, Trois, Flatband and Lace Designs exemplify the art of the micro pavé style. Each ring is custom made for your center diamond in different shapes and sizes for perfection. Enjoy your Michael B. jewelry for timeless taste. Michael B., creator of the Micro Pavé setting.

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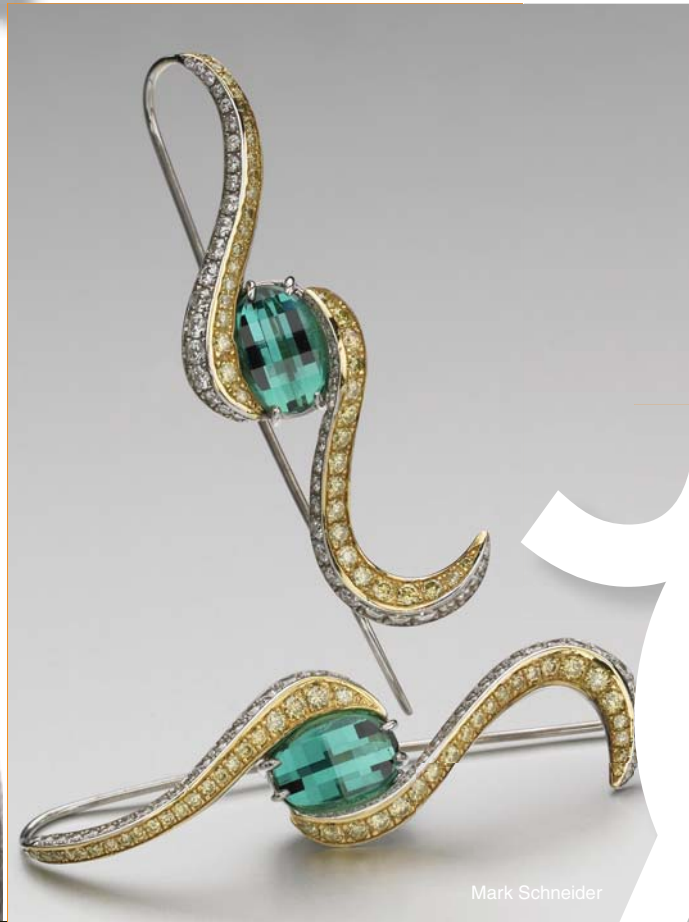




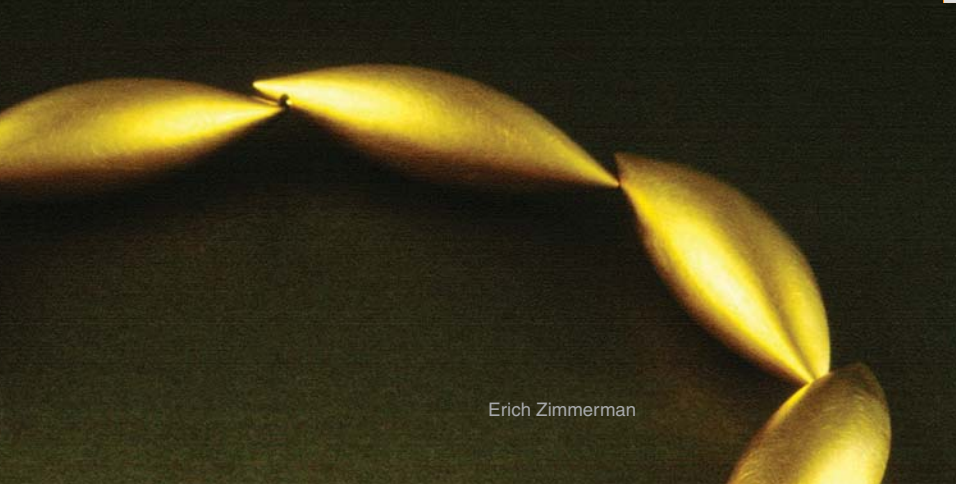
Sara Graham



Martin Flyer



Mark Schneider



Erich Zimmerman

Honoring the Best of the Best . . . The JCK Jewelers Choice Awards



Great design – in art, architecture, automobiles, appliances or apparel – is honored with awards, featured in museums and recognized throughout the world.

It is the same with fine jewelry. Indeed, fine jewelry elevates design to an even higher level, because a piece of jewelry is composed of rare and precious materials. Whether bought as a token of love and romance or a beautiful fashion statement, ultimately it's the design of that piece that pleases the eye and spurs the customer to buy.

Retailers and manufacturers must consistently strive to provide unique, breathtaking designs that delight customers and keep them coming back. This is what sets a jeweler apart from the competition and builds success.

The JCK Jewelers Choice Awards was created to inspire, recognize, and celebrate great jewelry design. The winners of this year's competition—in all categories and at all price levels—are your choices for the **best of the best**.

How It All Began...

Inspired by a product competition launched by sister magazine *Interior Design*, *JCK* publisher Mark Smelzer, editor-in-chief Hedda Schupak, and associate publisher Donna Borrelli were discussing how important compelling, must-have merchandise is to the jewelry-store equation. Of course service and expertise are essential, but without something outstanding to sell, customers won't come back for anything other than repairs or batteries. The three borrowed *ID*'s "Best of Year" awards concept—in which readers vote for the best new products for commercial and residential interiors—and tweaked it a bit to give it a jewelry spin. Hedda coined the name "Jewelers' Choice", and it took on a life of its own.



“The macro goal of *JCK* is to help retailers, so how better to help them than to give them a voice and expose them to phenomenal product?”

Mark Smelzer
JCK publisher

Smelzer explains, “The macro goal of *JCK* is to help retailers, so how better to help them than to give them a voice and expose them to phenomenal product?” The advanced technology of the Internet made it possible for retailers to view new, unique, and—most important—salable products and to vote for their favorites online.

The response from the industry was wonderful. The total number of products topped 400, and the total number of votes topped 11,000. “We’re extremely happy with the results of our Jewelers Choice Competition because we had a good mix of jewelry from designers to large manufacturers, and everyone in between,” Smelzer says.

It all began last summer with a soft launch in the *JCK* Show Daily in Las Vegas. An ad, showing little more than a logo, stated, “It’s coming....” The true launch came a few months later at the New York JA Show. By that time, we had signed five sponsors to support the program.



“To be a design winner in the JCK Jewelers Choice Awards adds value to a piece of jewelry and gives the retailer a talking point for his customers.”

Michael Haynes, CEO of Collectors Universe

Sponsors included:

Diamond Promotion Service, which sponsored the “Diamond Journey Jewelry Category”

Platinum Guild International, sponsoring Platinum and Best 3 Platinum Ring Bridal Set

World Gold Council, which sponsored the Gold Jewelry Category and ‘Spring Revelations’ ~ Jewelry in Celebration of “May is Gold Month”

JCK Events ~ who sponsored our Venetian Hotel Stay Sweepstakes

The fifth supporter, our title and presenting sponsor, Gem Certification and Assurance Lab (GCAL) and American Gemological Laboratories (AGL), divisions of Collector’s Universe, played a major role, providing insight and validity by offering the inspection and certification of the finalists’ jewelry. Michael Haynes, CEO of Collectors Universe, says it was important that the winning pieces be presented fairly and certified by a third party. He also views the competition as an effective way to bring differentiation to an item at the retail counter. “To be a design winner in the Jewelers Choice Awards adds value to a piece of jewelry and gives the retailer a talking point for his customers,” observes Haynes.

**HEY GORGEOUS,
THANKS FOR YOUR VOTES!**



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Building the Framework . . .

From Concept . . . To Completion . . .



Build it and they will come.

Creating rules and regulations for the competition was tedious, but, after weeks of communication between editorial, marketing, legal, and sponsors, we were ready to roll...and the marketing began. It included ads in *JCK*, email blasts and website advertising.

Applicants were given a complete set of rules and regulations for submitting their entries, which included a CD with photos, entry and pre-payment forms. All entries came in with little to no problems with only one company actually sending the jewelry versus a photo (we won't name names). We closed the first week of October with 430 entries.

Our business, marketing, and custom publishing team did an exceptional job of compiling the application information and photographs, while feverishly working on the design and development of the site.

The JCK Jewelers Choice Award Site launched in November and within hours, voting began. From Nov 1st through Dec 7th, the site was open for retailers to vote for their favorite jewelry, and vote they did. We closed the contest with a total of 11,052 votes among 15 product categories and price points.

*Dress-up your studs!*TM

VOTED
"BEST EARRING"
 December 2007
 JCK Jewelers Choice Awards

PATENT PENDING

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The **Votes** were tallied...

On Friday, December 7th, votes were tallied and the top 3 companies were named finalists. The following week, we reached out one more time to the original voters and asked them to select their single most favorite piece from their previous selections in order to name our GCAL/AGL Grand Prize Winner – Christopher Designs.

Over the holidays, the top three finalists were notified and in January companies were asked to send their jewelry to either GCAL or AGL, depending on their product category, for inspection and certification. Coordinating 190 anxious finalists is no easy task, as the staff of JCK and GCAL/AGL quickly found out, especially when the timing is up against the winter trade show circuit. The team at GCAL and AGL did a phenomenal job of coordinating the flow of jewelry and questions in a limited amount of time.

Duvenjian Graphics pulled us through in the final hours. In less than two weeks, they received all winning jewelry and managed to photograph each piece in time for our editorial layout featured in the March issue of JCK.



Winning jewelry was examined and certified by GCAL and AGL.

Durnell



Defying Convention...Creating Tradition...

1-877-Durnell

2008 JCK Platinum Pavilion, Booth #320

www.durnell.com

“a sort of Peoples Choice award, but with educated people voting for the categories.”

Clayton Bromberg,
president of Underwood Jewelers, Jacksonville, FL



Retailers involved with the JCK Jewelers Choice Awards say the competition is an effective venue for building excitement about new product and encouraging retailers to become involved. Clayton Bromberg, president of Underwood Jewelers, Jacksonville, FL, says the event was “a sort of Peoples Choice award, but with educated people voting for the categories.” The result was twofold: a great form of recognition for designers and a means to promote themselves as well as an encouragement for retailers to find potential new resources.

For an entry fee of only \$195, companies received up to six months of online exposure, plus the opportunity of becoming a JCK Jewelers Choice Award winner. Winners were featured in the March issue of JCK; both winner’s and finalists’ jewelry received free GCAL and or AGL certifications; all winners and finalists are showcased in this supplement and will receive counter cards and medallions promoting their win.

Look for the the JCK Jewelers Choice Award symbol on all advertising and trade shows this spring. And don’t forget to stop by and see the display of JCK Jewelers Choice Award Winners at the 2008 JCK Show ~ Las Vegas Welcome Reception, held at Caesars Palace, Friday May 30th.

On the pages that follow, you’ll find a complete listing of the winners and top finalists within each product category and price point. On page 58 you’ll find more information including an alphabetical listing of all finalists and winners, the pages they’re featured on as well as contact information.

Congratulations to everyone who participated in our first Annual JCK Jewelers Choice Awards. When we challenge ourselves as an industry to continually think outside the box and offer new and innovative products, designs and solutions, everyone wins!

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TENSION 
Collection

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Collection

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Jewelers
choice Awards
Diamond Jewelry \$5,000 & Under

Winner

Eddy Z



Finalists

Sheetal Manufacturing Company



Rhonda Faber
Green Designs, LLC



Jewelers
choice Awards
Diamond Jewelry \$5,001 to \$10,000

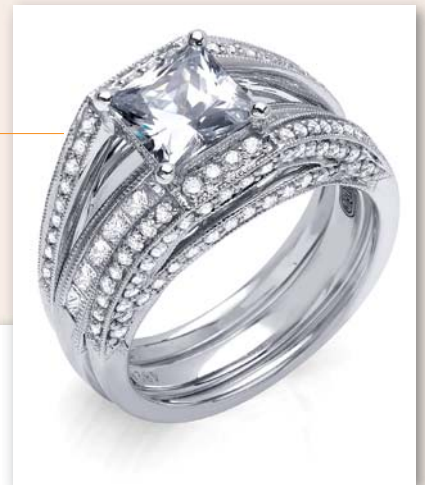
Winner

Acacia



Finalists

Nelson USA Inc.



Euphoria New York




By Universal Fine Jewelry



EZ
Wave
COLLECTION[©]

We salute and thank all
the retailers that voted for us

Universal Fine Jewelry 323 West 8th Street, Suite #200 Los Angeles, CA 90014 800-255-6069
info@eddyz.com www.EddyZ.com www.UniversalFineJewelry.com

A. LeBlanc



info@aleblanc.net



Jewelers **choice** Awards
Diamond Jewelry \$10,001 to \$20,000

Winner

Aleblanc's
(center stone included)



Finalists

TierDrops & Studs™



Diamande

Jewelers
choice Awards
Diamond Jewelry Over \$20,000

Winner



Christopher Designs

Finalists

Bellataire Diamonds



Vivid Diamond, Design & Timepiece Gallery

Jewelers
choice Awards
Best Journey Diamond Jewelry Design
\$3,000 & under

Winner



Bapalal Keshavlal

Finalists

Diaco Diamonds



Sal Praschnik Jewels

Jewelers
choice Awards
Best Journey Diamond Jewelry Design
\$3,001 to \$5,000

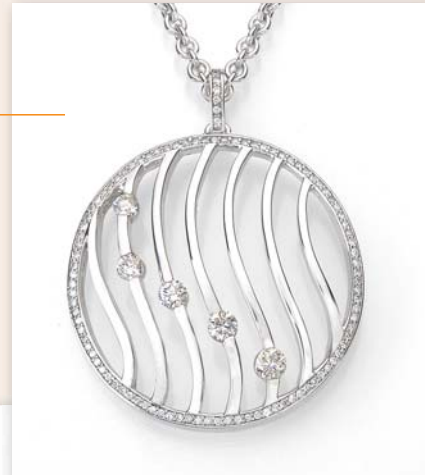
Winner

Sal Praschnik Jewels



Finalists

Eugene Biro



Unique Settings of NY



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JEWELS

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Winners of the 2007 Journey Diamond "Design Diva" Award
and the 2008 JCK Jewelers Choice "Best Journey Diamond Jewelry Design" Award

Jewelers
choice Awards
Best Journey Diamond Jewelry Design
Over \$5,000

Winner

Gumuchian



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where
your
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JCK

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Jewelers
choice Awards
Colored Stone Jewelry \$2,500 & Under

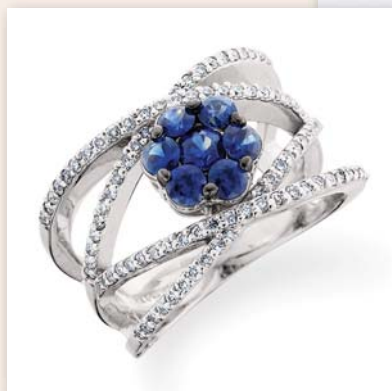
Winner



Breuning

Finalists

Yael Designs



Fantasy Diamond Corporation

Jewelers
choice Awards
Colored Stone Jewelry \$2,501 to \$5,000

Winner



Parade Designs, Inc.

Finalists

Van Lachman



Lance Heck Design

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THE LYRIA™ COLLECTION



LYRIA *leaves*



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Jewelers
choice Awards
Colored Stone Jewelry \$5,001 to \$10,000

Winner



Makur

Finalists

Denny Wong
Designs



Parade Designs, Inc.



Jewelers
choice Awards
Colored Stone Jewelry Over \$10,000

Winner



Nelson USA Inc.

Finalists

BELLARRI



Simon G





We are elated,
and truly honored at coming in
*First Place, 2008 JCK
Jewelers Choice Awards,*
but having the support of all
who voted for
Makur
is the real award.
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MADE IN THE USA

Jewelers
choice Awards
Pearl Jewelry \$2,500 and under

Winner

Yael Designs



Finalists

Lance Heck Design



Andrea Lucille Designs

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Jewelers
choice Awards
Pearl Jewelry \$2,501 to \$7,500

Winner

Denny Wong Designs



Finalists

Jouel Sculpt Pvt. Ltd.



Pearl Exporting



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2008 AGTA Spectrum and JCK Jewelers Choice award winner

Jewelers
choice Awards
Pearl Jewelry Over \$7,500

Winner



Marya Dabrowski

Finalists

Erica Courtney, Inc.



House of Taylor Jewelry

Jewelers
choice Awards
Synthetic Stone Jewelry \$3,000 & Under

Winner



Chatham

Finalists

YL Consulting
Designs



TierDrops & Studs™

Jewelers
choice Awards
Platinum Jewelry \$5,000 & Under

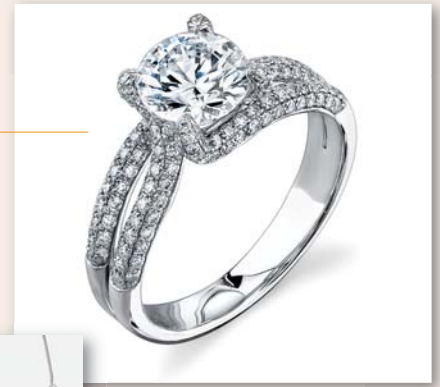
Winner



Julia Behrends
Design

Finalists

Simon G



Uni-Design
Jewellery India Pvt. Ltd.

Jewelers
choice Awards
Platinum Jewelry \$5,001 to \$10,000

Winner



Shrenuj & Co. Ltd.
(Jewellery Division
Tardeo)

Finalists

Somos Creations



John Apel

Somos Creations

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Jewelers
choice Awards
Platinum Jewelry Over \$10,000

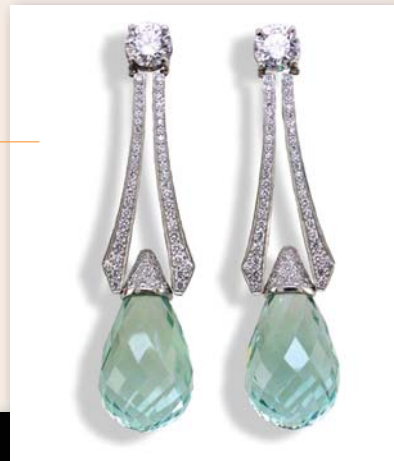
Winner

Erica Courtney, Inc



Finalists

Oscar Heyman and Brothers



GelinAbaci



Photos: Robert Diamante

LOCK LOVE DIVA COLLECTION



Morganite, Golden Beryl, Aquamarine, Peridot, Diamonds and Platinum.



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OVERLAP COLLECTION



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Jewelers
choice Awards
Best 3-Platinum Ring Bridal Set
\$10,000 to \$20,000

Winner



Kirk Kara
(center stone not included)

Finalists

A. Jaffe
(center stone not included)



Durnell
(center stone not included)

Jewelers
choice Awards
Best 3-Platinum Ring Bridal Set
Over \$20,000

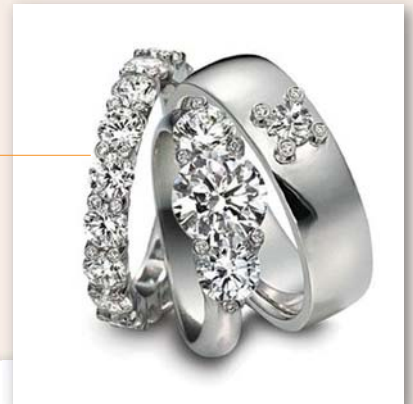
Winner



Martin Flyer Inc.
(center stone included)

Finalists

Gumuchian
(center stone included)



MaeVona
(center stone included)



To our industry colleagues,
Kirk Kara thanks you for voting us

Best 3-Platinum Ring Bridal Set (\$10,000-\$20,000)

in the first annual JCK Jewelers Choice Awards

KIRK KARA



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Las Vegas, NV
Salon 1009

IJO CONFERENCE
August 2-6, 2008
Philadelphia, PA

JCK LAS VEGAS
May 30-June 3, 2008
Las Vegas, NV
Platinum Pavilion 393

SJTA ATLANTA
JEWELRY SHOW
August 9-11, 2008
Cobb Galleria Center
Booth 1201

JA NY SUMMER SHOW
July 27-30, 2008
Jacob K. Javits Convention Center

www.kirkkara.com



Jewelers
choice Awards
Gold Jewelry \$500 & Under

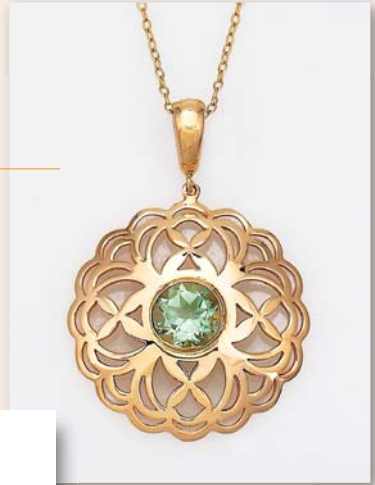
Winner

Carla Corp
/ Nancy B



Finalists

Zoe B Ltd.



Andin International

Jewelers
choice Awards
Gold Jewelry \$501 to \$2,000

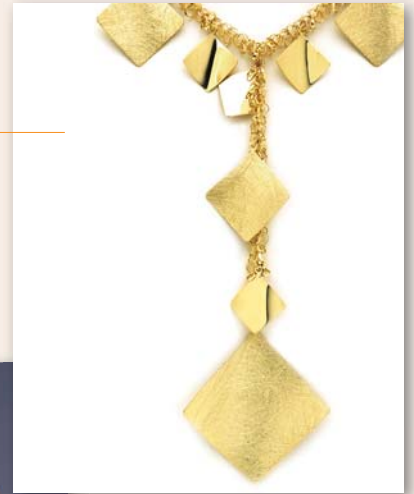
Winner

Gray Jewelers



Finalists

Leslie's



per Amore by
John C. Nordt Co.

Jewelers
choice Awards
Gold Jewelry \$2,001 to \$3,500

Winner

Lyons Worldwide /
January Jones Jewelry



Finalists

Suna Bros.



Alex Woo Inc.

Jewelers
choice Awards
Gold Jewelry Over \$3,500

Winner

Erich Zimmermann



Finalists

Mitzi and
Associates, Inc.



Bapalal Keshavlal

Jewelers
choice Awards
"Spring Revelations" ~ Jewelry in Celebration
of "May is Gold Month" \$500 & Under

Winner



Andin
International

Finalists

Zoe B Ltd.



C G Creations



Jewelers
choice Awards
"Spring Revelations" ~ Jewelry in Celebration
of "May is Gold Month" \$501 to \$3,000

Winners



Meira T for IDI
Design Group

Finalists

Ed Levin Inc.



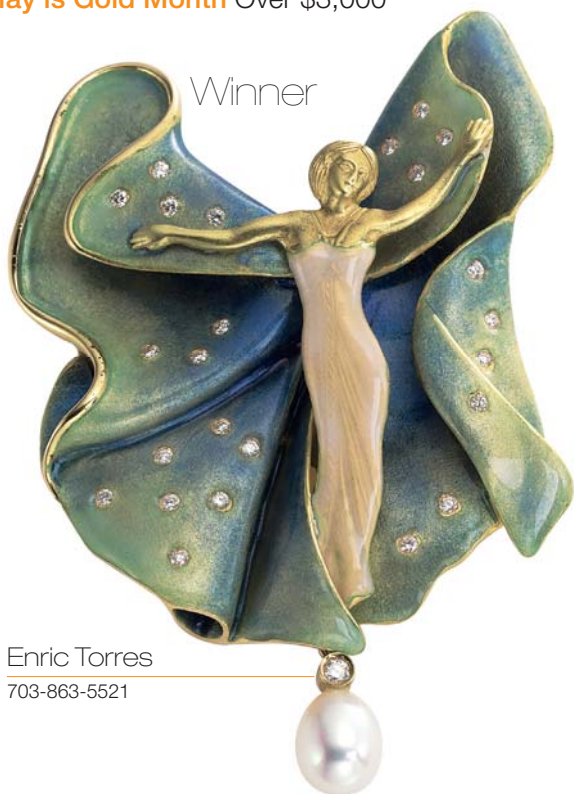
Sylva & Cie



Nina Basharova



Jewelers
choice Awards
"Spring Revelations" ~ Jewelry in Celebration
of "May is Gold Month" Over \$3,000



Winner

Enric Torres
703-863-5521

Finalists

K. Brunini Jewels



Suz Andreasen
Couture



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by a woman®

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For
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email: idijewelry@aol.com

Winner



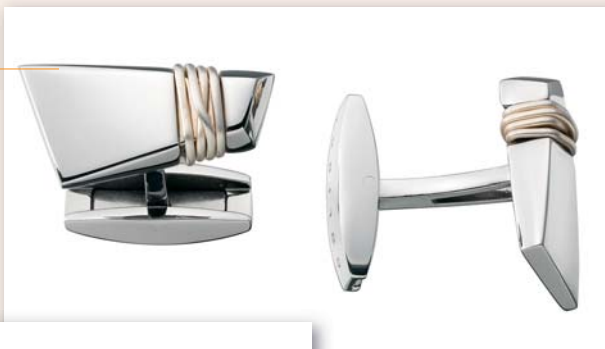
Zoppini USA Inc.

Finalists

Triton



The Colibri
Group



Edward Mirell



XEN (US), Inc.



Winner



Rhonda Faber
Green Designs, LLC

Finalists



Superfit Inc.



Diana Classic®



Blum Lux



Dolan Bullock

Jewelers
choice Awards
Men's Jewelry Over \$3,000

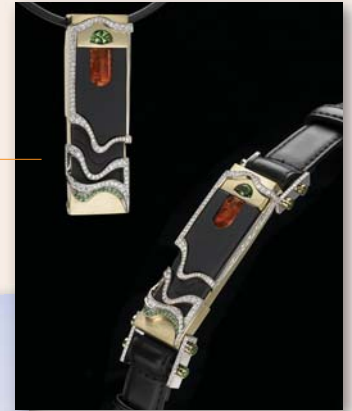
Finalists

Winner



Mark
Schneider Design

Mark Schneider
Design



J. Yontef Diamonds &
Jewelry



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JCK: May 30 - June 3, Booth #DC-22147

Jewelers
choice Awards
Other Metals Jewelry \$1,001 to \$3,500

Winner



Sarah Graham
Metalsmithing

Jewelers
choice Awards
Other Metals Jewelry Over \$3,500

Winner



Sarah Graham
Metalsmithing

Finalists

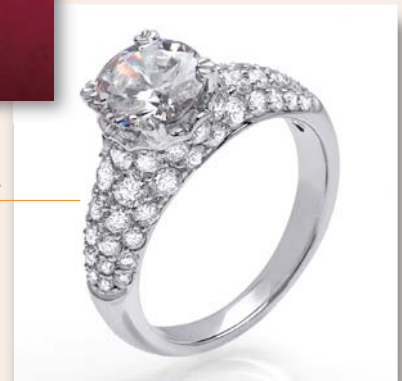
Chevron Royale™



Starhaven
by Liz Donahue



Nelson USA Inc.



Finalist



Alan Friedman Beverly Hills

Winner

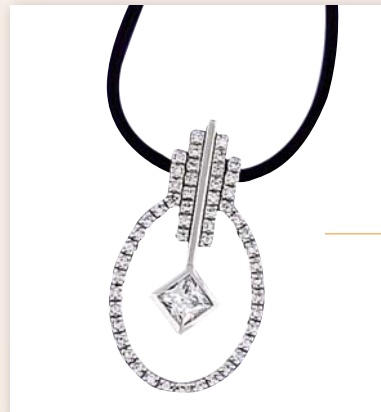


Gray Jewelers

Finalists



Holly Yashi



Sterling Reputation



Zoppini USA Inc.

Edward Mirell



Jewelers
choice Awards
Watches \$1,000 & Under

Winner



Zoppini USA Inc.

Finalists

XEN (US), Inc.



TX Watch Company Inc.



Jewelers
choice Awards
Watches \$1,001 to \$10,000

Winner



Hardcore Watch Co.
- Artistry in Time

Finalists

Hardcore Watch Co.
- Artistry in Time



Jewelers
choice Awards
Watches \$10,001 to \$20,000

Winner

Milus USA

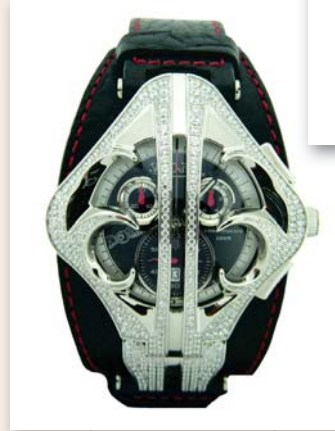


Finalists

FABERGÉ



The Giantto Group /
Von Dutch Watches



Jewelers
choice Awards
Watches Over \$20,000

Winner

Le Vian
Corporation



Finalists

Juno Jewelry



Juno Jewelry



Jewelers
choice Awards
Best Necklace Design \$2,500 & Under

Winner

Parlé / I.O.G.C.



Finalists

Sharon Loeff
Designs, LLC



Jane Wullbrandt
Fine Jewelry Designs

Jewelers
choice Awards
Best Necklace Design \$2,501 to \$5,000

Winner

Frank Reubel Designs



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Andrea Lucille
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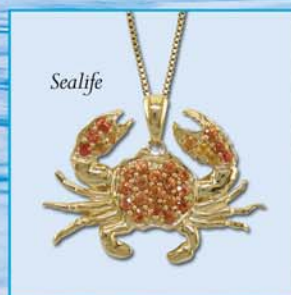


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Jewelers
choice Awards

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Winner

Raymond Hak
Couture



Finalists

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choice Awards

Best Necklace Design Over \$10,000

Winner

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Jewelers
choice Awards
Best Ring Design \$2,500 & Under

Winner



Raymond Hak Couture

Finalists

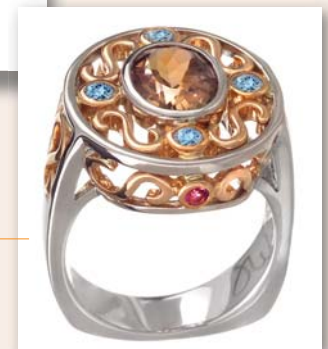
ELLE Jewelry



Jane Wullbrandt Fine Jewelry Designs



Jane Wullbrandt Fine Jewelry Designs



Jewelers
choice Awards
Best Ring Design \$2,501 to \$5,000

Winner



Marya Dabrowski

Finalists

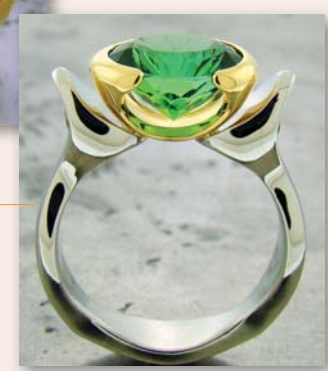
GN Diamond / Alito
(center stone not included)



William Travis Jewelry



William Travis Jewelry



Jewelers
choice Awards
Best Ring Design \$5,001 to \$10,000

Winner



William Travis Jewelry

Finalists

Durnell



Classic Colors by
A.F. Greenwood

Jewelers
choice Awards
Best Ring Design Over \$10,000

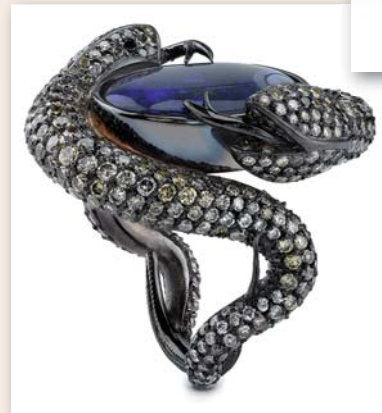
Winner



Martin Flyer Inc.

Finalists

Sevan at ViewPoint



Sylva & Cie

Jewelers
choice Awards
Best Bracelet Design \$2,500 & Under

Winner



Andrea Lucille Designs

Finalists

Lori Bonn Design



Hot Diamonds

Jewelers
choice Awards
Best Bracelet Design \$2,501 to \$10,000

Winner



KC Designs



Finalists

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Jewelers
choice Awards
Best Bracelet Design Over \$10,000

Winner



Raymond Hak Couture

Finalists

Molina



Simon G



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choice Awards
Best Earring Design \$2,500 & Under

Winner



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Finalists

Raymond Hak
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Julia Behrends
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Jewelers
choice Awards
Best Earring Design \$2,501 to \$10,000

Winner



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Finalists

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Jewelers
choice Awards
Best Earring Design Over \$10,000

Winner



Mark Schneider Design

Finalists

Norman Silverman
Diamonds, Inc.



Bapalal Keshavlal

Jewelers
choice Awards
Best Bridal Design \$2,500 & Under

Winner



MaeVona

Finalists

Kirk Kara
(center stone not included)



Rembrandt Charms

Jewelers
choice Awards
Best Bridal Design \$2,501 to \$5,000

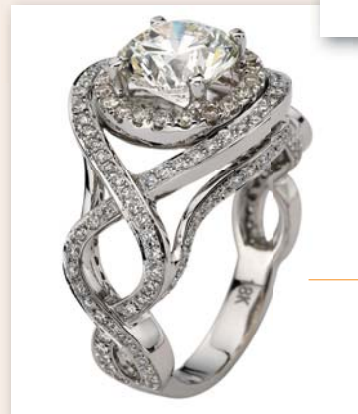
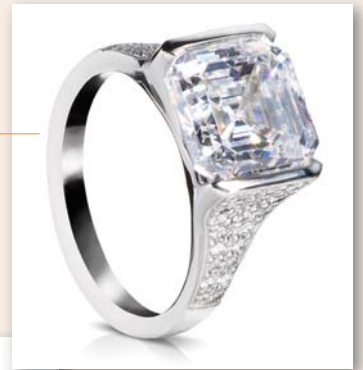
Winner

Parade
Designs, Inc.
(center stone
not included)



Finalists

Sholdt
(center stone not included)



Aleblanc's
(center stone not included)

Jewelers
choice Awards
Best Bridal Design \$5,001 to \$10,000

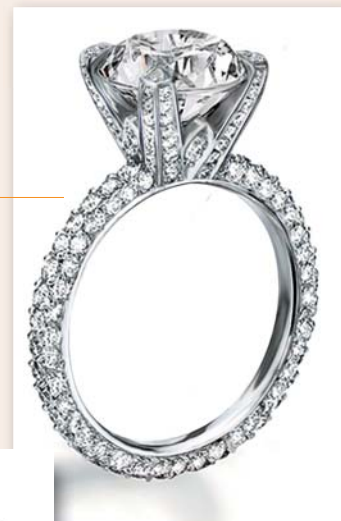
Winner



SES Creations
(center stone not included)

Finalists

MICHAEL B.
(center stone not included)



John Apel

Jewelers
choice Awards
Best Bridal Design Over \$10,000

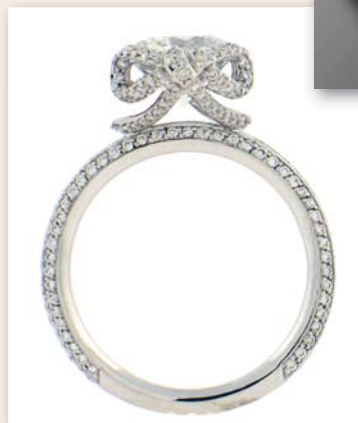
Winner



Norman Silverman
Diamonds, Inc.

Finalists

Richard Korwin



Rhonda Faber
Green Designs,
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(center stone not included)

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