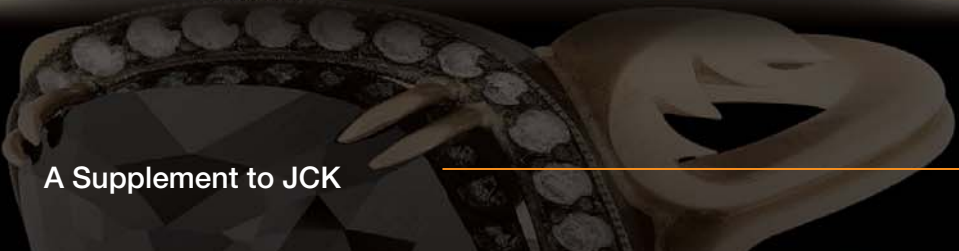




JCK
Jewelers
choice
Awards

the
Best
of the
Best





This isn't about optimists or pessimists. This is about realists.

"While the state of the global economy has taken a toll on most Americans, there's one group that is more optimistic than ever—today's bride."

-Bloomberg.com Feb 2009



"...instead of reducing their budgets, engaged couples have reprioritized and plan to spend their dollars on items that will last forever."

-Modern Bride Magazine Survey Jan 2009



"By communicating the intrinsic value of Platinum to the customer, manufacturers and retailers are taking advantage of this trend towards 'quality over quantity.'"

-National Jeweler Aug 2008



Find out why bridal is the place to be. And platinum is the metal to have.
www.platinumguild.com has key ways to attract the one customer that will continue to purchase—no matter what.

Two Years, Two Wins.
Thank you so much for your votes!

LYRIA[®]bridal

2008 Best Bridal Design



2009 Best Color Design



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JCK

Jewelers
choice
Awards

6

THE BEST OF THE BEST:

A behind the scenes look at the second annual JCK Jewelers Choice Awards.

Product Categories

- 37 BEST BRACELET DESIGN
- 44 BEST BRIDAL DESIGN
- 41 BEST EARRING DESIGN
- 39 BEST NECKLACE DESIGN
- 42 BEST RING DESIGN
- 23 BEST 3-PLATINUM RING BRIDAL SET
- 14 COLORED DIAMOND JEWELRY
- 15 COLORED STONE JEWELRY
- 26 CONTEMPORARY LEGENDS IN GOLD
- 34 CONTEMPORARY METAL JEWELRY
- 12 DIAMOND JEWELRY
- 35 FASHION / BRIDGE JEWELRY
- 28 GOLD JEWELRY
- 36 MEN'S JEWELRY
- 33 MIXED METALS JEWELRY
- 20 PEARL JEWELRY
- 29 PALLADIUM JEWELRY
- 22 PLATINUM JEWELRY
- 32 SILVER JEWELRY
- 21 SYNTHETIC STONE JEWELRY
- 17 TANZANITE JEWELRY

46

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



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JCK (Luxury Collection)
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(CHICAGO)
JA / NY

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the Best of the Best



“

It was hard to choose one winner, because there were so many wonderful designs. This kind of event gives everybody inspiration. To my mind, there are no losers. Everyone who takes part is a winner. They all entered and strived to do better. Designers were very, very creative this year.

Sissy Jones of Sissy's Log Cabin

”

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

A great design lives beyond its moment, earning greater appreciation over time. A great jewelry design creates wearable art that expresses the sense of romance between a gift giver and the gift's recipient. The most successful retailers and designers understand the need for unique designs that not only set their brand apart but also capture the imagination of their customers. The JCK Jewelers Choice Awards are meant to inspire and recognize great design in a variety of materials, design categories and price levels. The winners of this year's competition are your choices for the best of the best.

An Inspired Concept

The Jewelers Choice Awards began almost two years ago with a brainstorm from JCK's publisher, Mark Smelzer. He adapted the idea of awarding the best of the best in design from a sister publication, and used the technology of the Internet to develop Jewelers Choice into its current form. Mark says the goal of the competition is to expose retailers to unique and superior product and allow them to choose their favorites from a wide cross section of manufacturers and designers. At its debut last year, Jewelers Choice drew an enthusiastic response.

"This year's voting participation was stronger than ever," says Mark. "The addition of a Jewelers Choice Awards Print Product Preview, which mailed to JCK retailers with the November issue, provided additional exposure for the 309 entrants while serving as a promotional kick-off to the online contest, increasing awareness and retail participation. Voting increased 41% over the prior year, and we were extremely pleased with the outcome."

The best of the best **JCA**

15,635 Votes, and the Winner Is ...

After selecting their favorite jewelry designs, retailers were provided a screen featuring their No. 1 jewelry selections in each category. From there they chose their overall favorite design. Their final votes determined this year's Grand Prize winner, Sylva & Cie, for their black diamond ring design in the Colored Diamond Jewelry ~ Under \$10,000 category.

"I am so excited, honored and amazed to win this award," says designer Sylva Yepremian. "To be able to do what I love and be rewarded in this way." Yepremian has been designing jewelry for her downtown Los Angeles shop for 20 years, creating limited-edition pieces that are often vintage-inspired yet with a harder modern edge. All pieces are hand-finished and detailed. "My goal is to take jewelry design back to its artisanal beginning with hand-made details," she explains. "I design for the women around me, and I want them to own something so luxurious it is unique."

Last year's winner, Christopher & Co., reported strong retail reaction and sales growth as a direct result of capturing the top prize. "Of course it helped business," says Anette Conner, the firm's marketing director. "Retailers liked it and requested ad materials. It's impossible to estimate exact numbers, but we saw a pickup in sales of the style that won. At the show, people referred to it as 'the JCK ring.'" Christopher & Co. placed as a finalist in 2009 for a natural-color diamond ring. They are very positive about the impact of the Jewelers Choice Awards, calling it "a great program."

Retailers said this year's voting process was easier and the product selection diverse. "It was hard to choose one winner, because there were so many wonderful designs and wonderful ideas," says Sissy Jones, of Sissy's Log Cabin. "This kind of event gives everybody inspiration. To my mind, there are no losers. Everyone who takes part is a winner. They all entered and strived to do better. Designers were very, very creative this year."

Sponsors are equally enthusiastic. Duvall O'Steen, manager, jewelry public relations and promotion for World Gold Council, noted that it's more important than ever to remind customers of gold's intrinsic value and unique properties. "Designers are capitalizing on these lasting sentiments and creating classic styles of gold jewelry that feel fresh and relevant for today."



Denny Wong

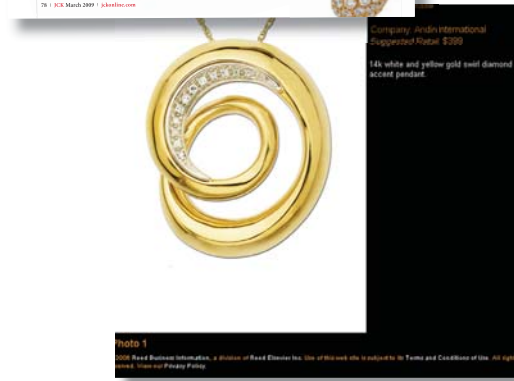
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The best of the best **JCA** About the Awards

For an entry fee of only \$495, companies received print and online exposure, plus the opportunity to become a JCK Jewelers Choice Award winner. Winners were featured in the March 2009 issue of JCK; both winners and finalists are showcased in this supplement and will receive counter cards promoting their win.

Look for the JCK Jewelers Choice Award symbol on all advertising and at all trade shows this spring. And don't forget to stop by and see the display of JCK Jewelers Choice Award Winners at the 2009 JCK Las Vegas Show.

On the pages that follow you'll find the names and photos of the winners and top finalists within each product category and price point. On pages 46 and 47 you'll find a "Where to Buy" index—an alphabetical listing of all winners and finalists, the pages they're featured on as well as their contact information.

Congratulations to everyone who participated in the JCK Jewelers Choice Awards. And a special thanks to all of our sponsors for their support, including World Gold Council, Platinum Guild International, Tanzanite Foundation, Palladium Alliance International, JCK Las Vegas and Duvenjian Graphics for the photography of all winning designs.

Michael Schofield & Co.

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18 KARAT - PLATINUM - FINE GEMS

First Place

Contemporary Legends in Gold/Over \$5,000 category
2009 JCK Jewelers Choice Awards Contest



First Place

Best Earring Design/\$5,001-10,000 category
2009 JCK Jewelers Choice Awards Contest

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Jewelers
choice Awards
Diamond Jewelry Under \$3,000

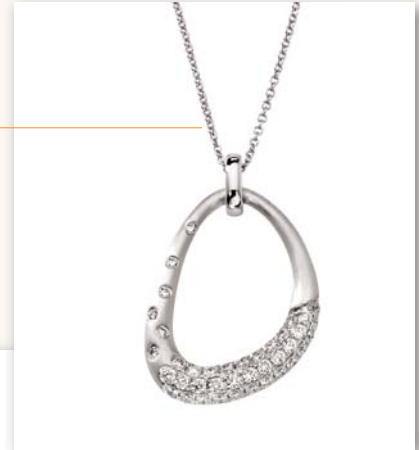
Winner

Samuel Aaron



Finalists

Simon G



Tanishq, c/o Titan Industries Ltd.

Jewelers
choice Awards
Diamond Jewelry \$3,001 - \$10,000

Winner

Simon G



Finalists

Richard Korwin
for WIDEBAND



Simon G

Winner



ASTRIK COUTURE
of BEVERLY HILLS
for Super Bell Jewelry

Finalists

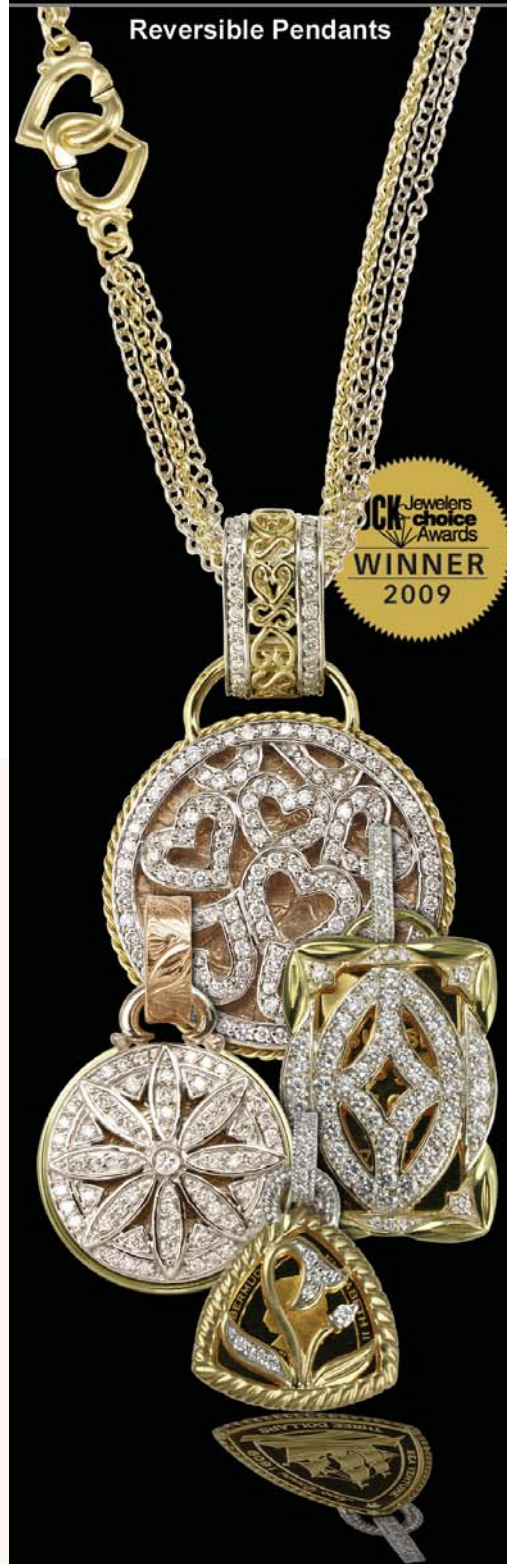
Hearts on Fire



Michael B.
(center stone not included)



Goldstein Diamonds Inc.



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Las Vegas JCK-Grande Plaza 23108-GP
Atlanta SJTA-Cobb Galleria Booth PV24

Jewelers
choice Awards
Colored Diamond Jewelry Under \$10,000

Winner

Sylva & Cie



Finalists

Simon G



Denny Wong Designs



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

Winner

Le Vian

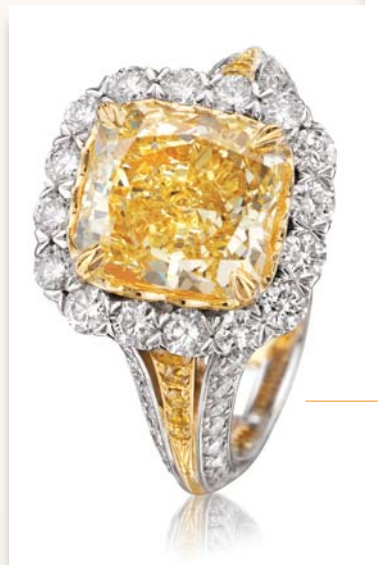


Finalists

Natalie K. / M.K.
Diamonds & Jewelry



Christopher Designs



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

Winner

Denny Wong
Designs



Finalists

Kerry Catherine
Jewelry



Rubicon Co., Ltd.

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

Winner

Simon G



Finalists

Kennedy's
Custom Jewelry



Yael Designs



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

Winner

Parade Designs, Inc.



Finalists

Akiva Gil



Michael M.

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

Winner

BELLARRI



Finalists

Oscar Heyman



Van Lachman



Jewelers
choice Awards
Tanzanite Jewelry \$10,000 & Under

Winner

Simon G



Finalists

Erica Courtney®



House of Tanzanite

Jewelers
choice Awards
Tanzanite Jewelry Over \$10,000

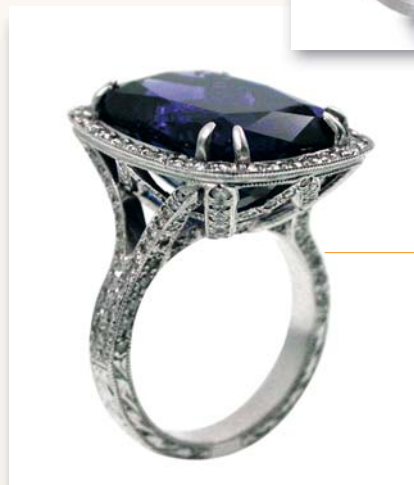
Winner

Erica Courtney®



Finalists

Steven Royce
Designs / S & J
Jewelry



Van Lachman



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THANK YOU TO ALL WHO ENTERED,
 AND CONGRATULATIONS TO ALL THE WINNERS!

TANZANITE JEWELRY OVER \$10 000



WINNER

Erica Courtney®
 Suggested Retail: \$33,744
 18k gold and 1.22 ct
 diamond and 9.34 ct
 Tanzanite Forever earrings



SECOND
**Steven Royce Designs/
 S & J Jewelry**
 Suggested Retail: \$21,799
 A beautiful 15.18 ct trillion tanzanite,
 surrounded by pavé set diamonds,
 in 18k gold



THIRD
Van Lachman
 Suggested Retail: \$50,000
 Tanzanite ring with a 20.60 ct,
 19 x 13mm tanzanite, accented with
 186 full cut diamonds,
 1.46 ct, with engraving on the shank,
 18k white gold

TANZANITE JEWELRY UNDER \$10 000

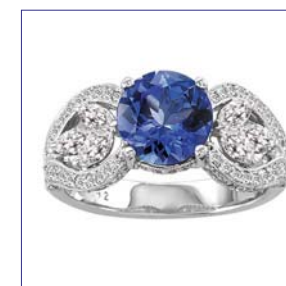


WINNER

Simon G
 Suggested Retail: \$6,490
 18k white gold,
 0.70 ct diamonds,
 3.05 ct tanzanite



SECOND
Erica Courtney®
 Suggested Retail: \$9,800
 Platinum and 0.52 ct diamond
 with 3.05 ct tanzanite ring



THIRD
House of Tanzanite
 Suggested Retail: \$6,950
 Exquisite tanzanite and diamond ring
 Round and marquise diamonds 1.05 ct
 Tanzanite 2.50 cts
 18k white gold



PLATINUM
 CATEGORY

WINNER

Suggested Retail: \$43,320
 Platinum and 1.90 ct
 diamond 9.40 ct tanzanite,
 Flower Burst earrings

CONGRATULATIONS TO ERICA COURTNEY FOR
 WINNING BEST PLATINUM JEWELRY OVER \$10 000
 WITH HER DROP DEAD GORGEOUS®
 TANZANITE FLOWER BURST EARRINGS.

Jewelers
choice Awards
Pearl Jewelry Under \$2,500

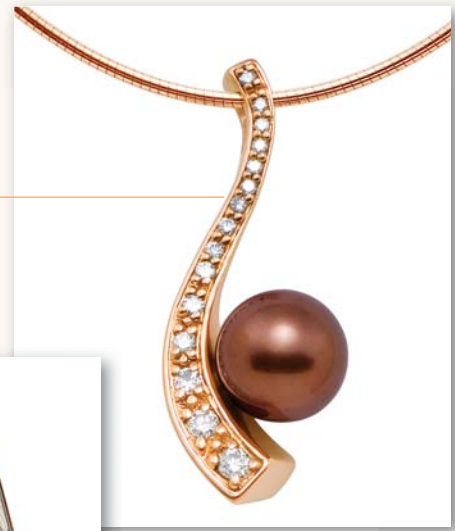
Winner



A & Z Pearls, Inc.

Finalists

Maui Divers Jewelry



Donna Chambers Designs



Jewelers
choice Awards
Pearl Jewelry Over \$2,500

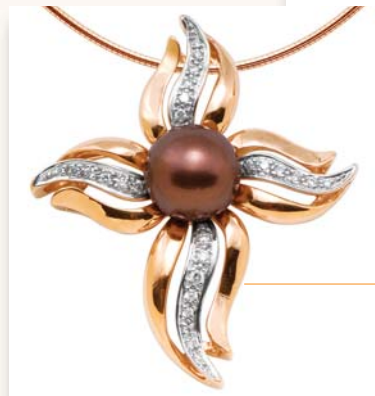
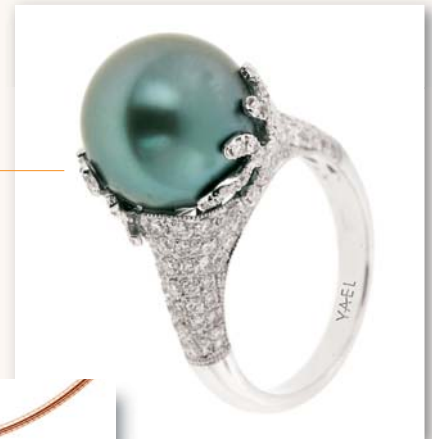
Winner



Denny Wong Designs

Finalists

Yael Designs



Maui Divers Jewelry

Winner

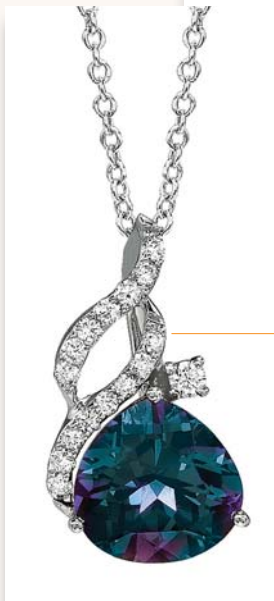


Unique Settings of NY

Finalists



Chatham
 Created Gems



Chatham
 Created Gems

Donna Chambers

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Jewelers
choice Awards
Platinum Jewelry Under \$10,000

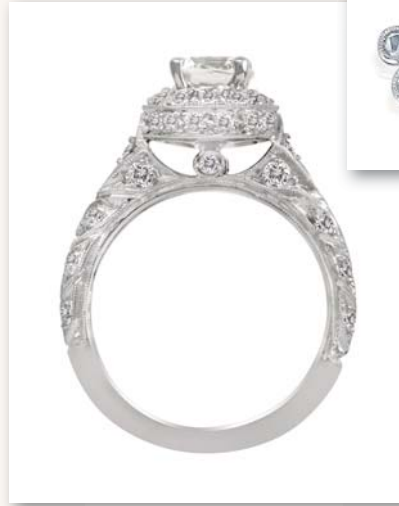
Finalists

Winner



Danhov
(center stone not included)

John Apel



Somos Creations
(center stone not included)

Jewelers
choice Awards
Platinum Jewelry Over \$10,000

Finalists

Winner



Erica Courtney®

Michael Schofield & Co.



Michael B.
(center stone not included)

Jewelers
choice Awards
3-Platinum Ring Bridal Set \$15,000 and Under

Winner



Durnell
(center stone not included)

Finalists

Kirk Kara
(center stone not included)



Simon G
(center stone not included)

4 submissions
2 WINNERS 2 FINALISTS

Durnell



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1st Place Gold Under \$3,000



Erhan Gursen
1st Place Gold Over \$3,000

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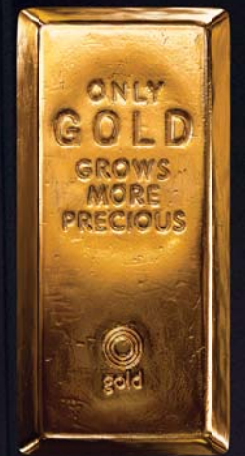


Nina Basharova
1st Place \$1,500-\$3,000



Jye's International
1st Place Over \$3,000

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Jewelers
choice Awards
Contemporary Legends in Gold Under \$1,500

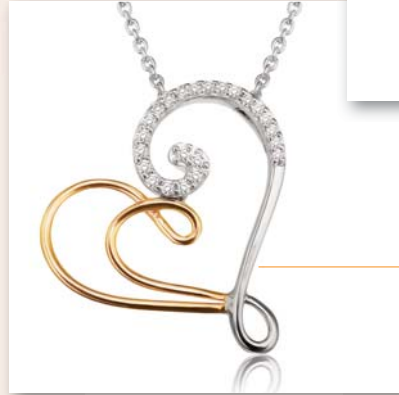
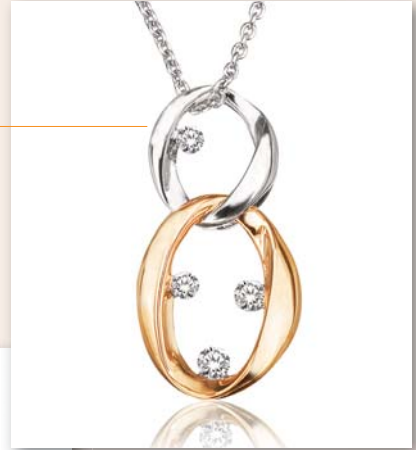
Winner



Le Vian

Finalists

Jewelex New York Ltd.



Jewelex New York Ltd.

Jewelers
choice Awards
Contemporary Legends in Gold \$1,501 - \$5,000

Winner



Nina Basharova

Finalists

Jye's International Inc.



Jane Basch Designs

Jewelers
choice Awards
Contemporary Legends in Gold Over \$5,000

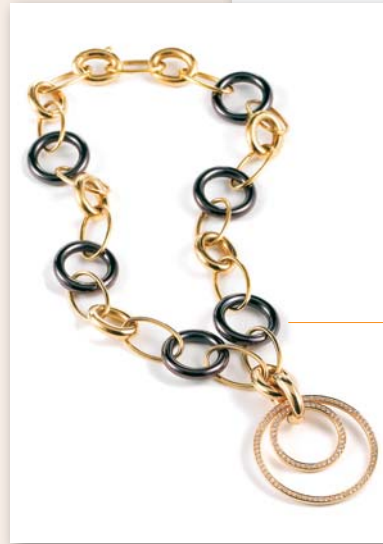
Winner



Jye's International Inc.

Finalists

Sal Praschnik Jewels



Mattioli



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in hours of hope,
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in a world of perfect order.*



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Phone: 800-558-1144

Jewelers
choice Awards
Gold Jewelry Under \$3,000

Winner

Richard Korwin for
WIDEBAND



Finalists

Meira T



Meira T



Jewelers
choice Awards
Gold Jewelry Over \$3,000

Winner

Erhan Gursen



Finalists

Cynthia Gregg
Jewels



Bapalal Keshavlal



Jewelers
choice Awards
Palladium Jewelry Under \$2,000

Winner

Diaco Diamonds



Finalists

Simon G



Novell

Jewelers
choice Awards
Palladium Jewelry Over \$2,000

Winner

Scott Kay

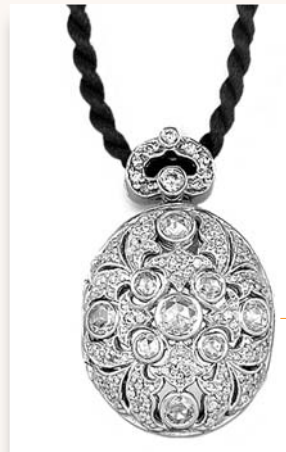


Finalists

Barry Kronen
Designs



Barry Kronen
Designs



Caesar's Designs Fine
Jewelry Creations



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Jewelers
choice Awards
Silver Jewelry Under \$500

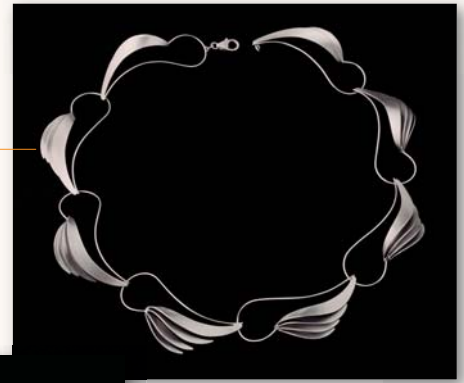
Winner



Kery
Catherine
Jewelry

Finalists

Kelim Jewelry
Design



Michael Schofield & Co.

Jewelers
choice Awards
Silver Jewelry Over \$500

Winner



Parlé / Idado Opal & Gem

Finalists

STARHAVEN by
Liz Donahue



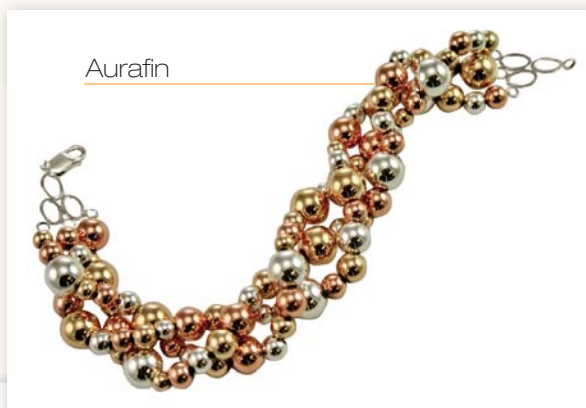
Nina Basharova

Winner



Gerilyn Sheridan Designs

Finalists



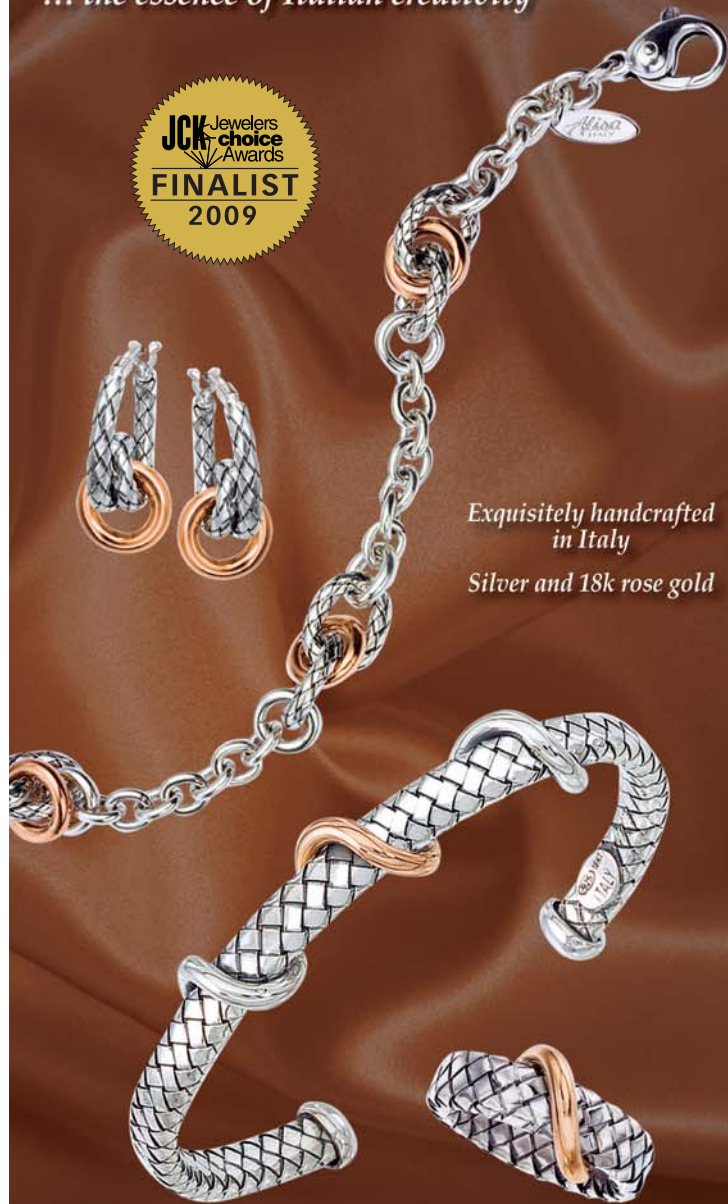
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Jewelers
choice Awards
Mixed Metal Jewelry Over \$1,000

Winner



Sara Weinstock

Finalists

Armenta



Gartnergold

Jewelers
choice Awards
Contemporary Metals Under \$1,000

Winner

Extrusion Patterned
Metals Corp.



Finalists



Edward Mirell



Zoppini USA Inc.

Winner



Parlé / Idaho
Opal & Gem

Finalists



Leslie's



Jacmel Jewelry Inc.



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Jewelers
choice Awards
Men's Jewelry Under \$1,000

Finalists

Winner



ArtCarved by
Frederick Goldman Inc.

Luke Satoru



Luke Satoru

Jewelers
choice Awards
Men's Jewelry Over \$1,000

Finalists

Winner

MaeVona



Armenta



STARDUST
Diamonds

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

Winner



Lori Bonn
Design

Finalists

Ed Levin
Jewelry



ELLE Jewelry
(Brands 88, Inc.)

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

Winner

Gabriel & Co.

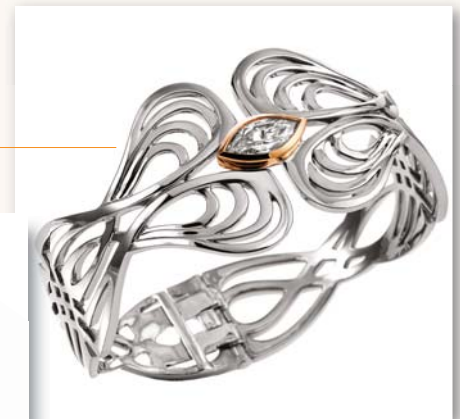


Finalists

MaeVona
(center stone not included)



Natalie K. / M.K.
Diamonds & Jewelry



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

Winner

Sylva & Cie



Finalists

Supreme Jewelry



Simon G

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

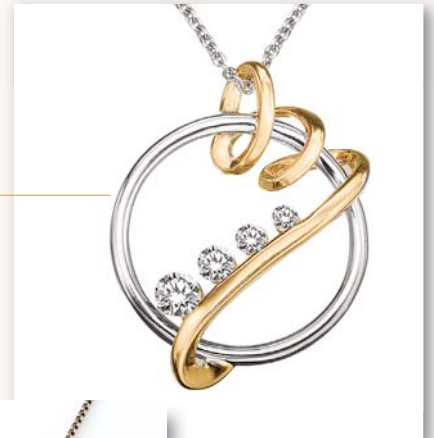
Winner

Gabriel & Co.



Finalists

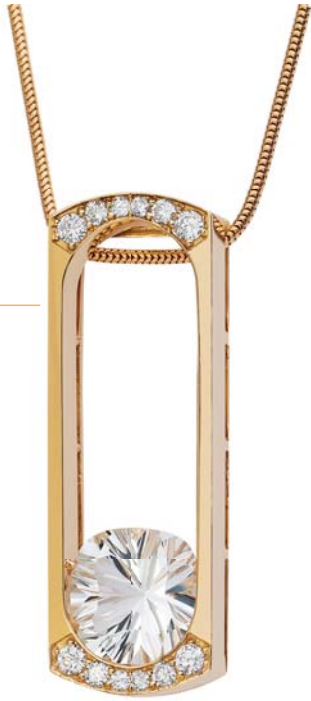
Jewelex New
York Ltd.



Essenza Inc.

Winner

Alberto Parada



Finalists

Frank Reubel
 Designs



Vandian LLC



eco-friendly jewelry



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

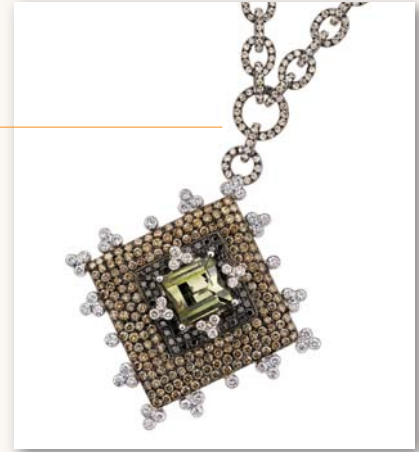
Finalists

Winner



Pure Wisdom Designs

Forum Design



Norman Silverman Diamonds, Inc.



Jewelers
choice Awards
Best Earring Design Under \$5,000

Finalists

Winner



Simon G

Kerry Catherine Jewelry



Mattioli

Jewelers
choice Awards
Best Earring Design \$5,001 - \$10,000

Winner

Jye's
International Inc.



Supreme Jewelry

Finalists

Mason-Kay



KRSNA

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

Winner

Mémoire



Finalists

Norman Silverman
Diamonds, Inc.



Norman Silverman
Diamonds, Inc.

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

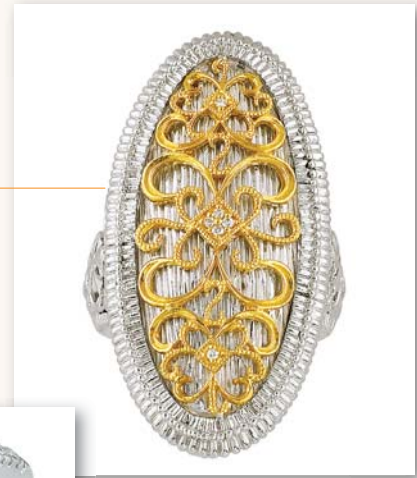
Winner

David Tishbi
Handcrafted
Jewelry

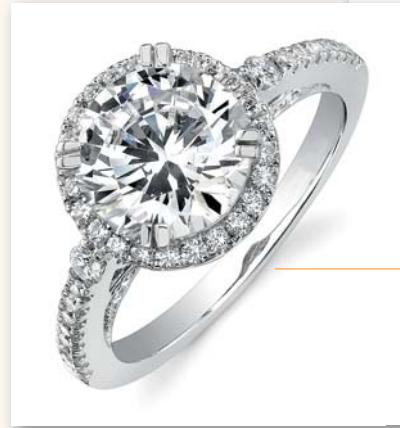


Finalists

Gabriel & Co.



Natalie K. / M.K.
Diamonds & Jewelry



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

Winner

Simon G



Finalists

Parade Designs, Inc.



F. R. Hueb



Dumell

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

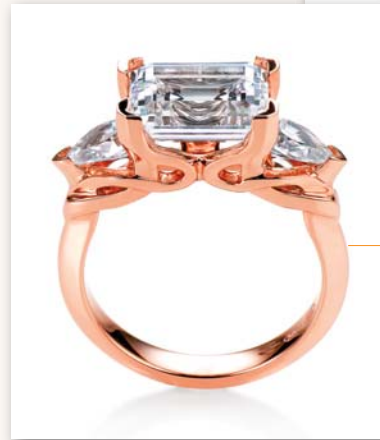
Winner



Dumell
(center stone not included)

Finalists

Julia Behrends
Design



MaeVona
(center stone not included)

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

Winner

Simon G



Finalists

Rahaminov
Diamonds Inc.



Norman Silver
Diamonds, Inc.

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

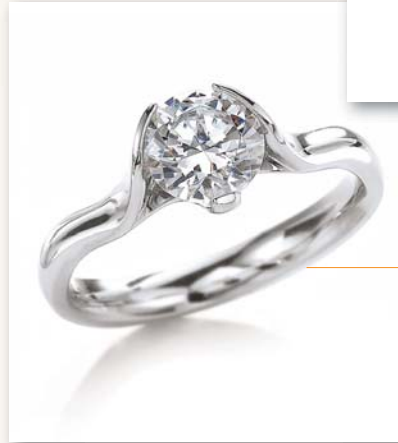
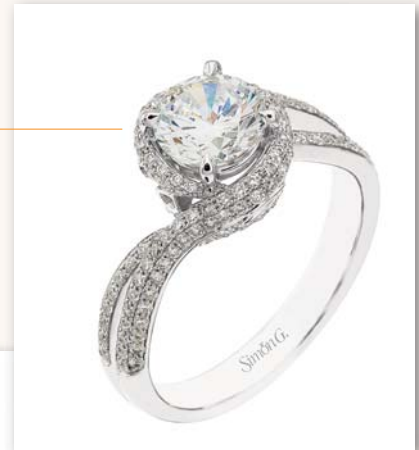
Winner



Kirk Kara
(center stone not included)

Finalists

Simon G
(center stone not included)



MaeVona
(center stone not included)

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

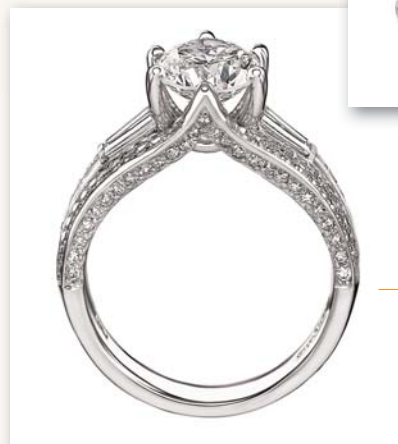
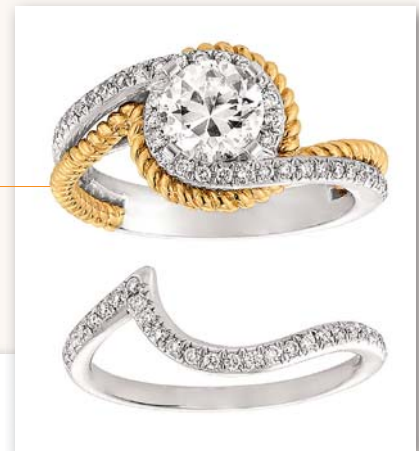
Winner



MaeVona
(center stone not included)

Finalists

Gabriel & Co.
(center stone not included)



ArtCarved by
Frederick Goldman Inc.
(center stone not included)

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

Winner

Michael M.
(center stone not included)

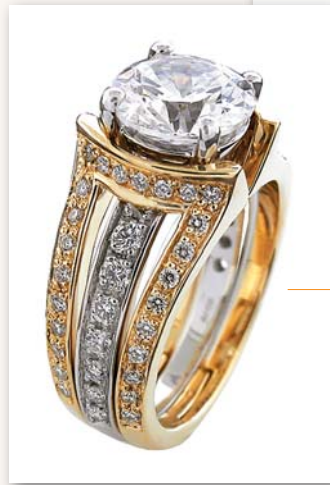


Finalists

Durnell
(center stone not included)



The Cleo Collection
(center stone not included)



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

Winner

GN Diamond

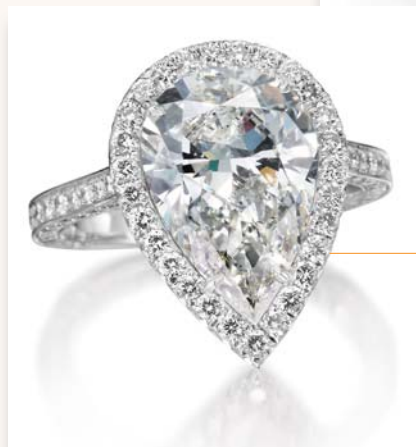


Finalists

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Diamonds, Inc.



GN Diamond



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Alberto Parada 39 1054 31st St., Suite 145 Washington, DC 20007 202-333-5575	Denny Wong Designs 8, 14, 15, 20 438 Hobron Lane, Suite 202 Honolulu, CA, 90815 808-947-0188	Geralyn Sheridan Designs 33 1334 Mangrove Ave. Chico, CA 95926 530-809-1034
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M. K. Diamonds & Jewelry** 14, 37, 42
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917-557-6242

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