

Sparkle and Dazzle takes aim at Majors



Sparkle and Dazzle, a leading jewelry manufacturing company with facilities based in China, is going after the Majors market in the United States with a new, affordably priced sterling silver jewelry line accented with gold and diamonds.

The company says it offers retailers a consistent, reliable supply, effective marketing support and assurance in the authenticity and integrity of its diamonds.

The U.S. marketing efforts are led by company founder and president Chetan Kakadiya, an industry veteran who is the former president of Chirag Jewelry, the U.S. division of Sheetal Manufacturing. Sheetal is a Mumbai, India-based sightholder with the Diamond Trading Co. and Rio Tinto, and one of the leading diamantaires worldwide.

22 W. 48TH ST., SUITE 301, NEW YORK, NY 10036,
(212) 764-6400, CHETAN@SPARKLEANDDAZZLE.COM



Top: Bracelet in sterling silver and 18-karat yellow gold with 10 diamonds; suggested retail price is \$599.

Left and above: Sterling silver and 18-karat yellow gold ring with 10 diamonds; suggested retail price is \$499.

Dorfman silver is the gift that keeps giving

Dorfman Sterling has introduced an all-inclusive branded program of sterling silver gifts designed to be both easy to use and profitable for jewelers.

The focal point of the five-part marketing program is a free-standing, museum-quality showcase filled with sterling silver gift products.

Other features of the marketing program include a .925 quality weight line of sterling silver gifts, uniquely designed gift items Dorfman has selected from



Dorfman Sterling holds the key to silver gifts.

Italy and the United States, and a brand support package that includes co-op ads, window and store signage, direct-mail collateral and sales associate training.

800) 851-5333, DORFMANSTERLING.COM

WEB SITES

Boma Jewelry introduces online ordering

Sterling silver jewelry wholesaler Boma Jewelry's new Web site, BomaJewelry.com, provides authorized Boma retailers with the opportunity to order products online.

Upon logging onto the wholesale Web site, retailers will find a new shopping cart that allows them to add items and check out at their convenience.

The Web site includes Boma's complete product line of more than 3,000 styles, displaying high-quality images and all gemstone options in every style.

Boma's new Web site also provides an expanded consumer site with product images, a retail locator and style guides that present sterling fashions and trends. Boma



Authorized Boma retailers may now place orders online using Boma's new Web site.

will update the style guides regularly.

620 S. SEVENTH ST., RENTON, WA 98055, (866) 366-2662,
BOMA@BOMASILVER.COM, BOMAJEWELRY.COM

PRODUCTS

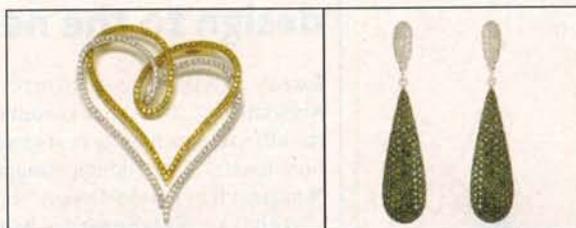
Lotus Colors offers color-enhanced diamond jewelry

Lotus Colors, a 14-year veteran of manufacturing and marketing color-enhanced diamonds, has created a new line of jewelry.

While most jewelry manufacturers only have one or two color-enhanced diamond options to offer (black or blue), Lotus features four different colors for most styles, as well as color consistency within pieces.

All the diamonds used in stock pieces are strictly VS and are very well matched for color, but the company can also manufacture all the styles in SI2-I1 upon request.

The company's extensive loose diamond inven-



The 14-karat gold pendant (from left) features 1.33 carats of diamonds and wholesales for \$995, while the green diamond earrings in 14-karat gold feature 2.25 carats total weight of diamonds and wholesale for \$1,675.

tory has allowed it to do difficult things like color graduations or using as many as six different colors in one style.

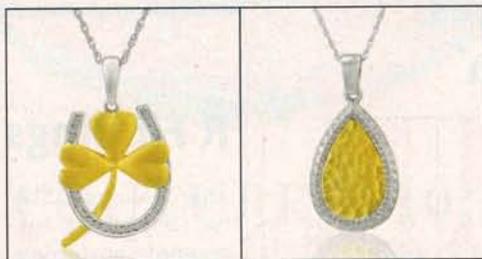
576 FIFTH AVE., #1104, (800) 730-8730, (212) 730-4323, NY@LOTUSCOLORS.NET, LOTUSCOLORS.NET

PRODUCTS

Sparkle N Dazzle releases new pieces for holidays

After an overwhelming response to its previous creations, Sparkle N Dazzle has decided to add selective styles to its designer collection for the upcoming holiday season, with designer and owner Chetan Kakadiya's new collection of sterling silver and 18-karat gold diamond jewelry aimed at creating ripples in the industry.

Sparkle N Dazzle emphasizes its ability to offer designer products at affordable prices, with enhanced consistency, reliability in supply, effective marketing support and assurance in authenticity and integrity of the diamonds used in the pieces.



Sparkle N Dazzle's diamond "Lucky Charm" pendant and "Tear Drop" pendant in sterling silver and 18-karat gold; suggested retail prices are \$379 and \$349, respectively.

22 W. 48TH ST., STE. 301, NY, NY 10036, (212) 764-6400, FAX: (212) 789-9089, CHETAN@SPARKLENDAZZLE.COM

PRODUCTS

Mercury adds fifth C with 'Secrets' band

Mercury Ring Corp. Chief Executive Officer Phyllis Bergman's newest creation is the "5 Secrets" diamond band.

Comprised of five round diamonds encased into the letter "C," the band is designed to transform the industry standard to Five Cs of diamond buying.

Bergman attributes each diamond as a key word necessary to making a special relationship last.

Each "C" stands for a different word: commitment, communication, compromise, compassion and compliment.

The ring retails starting at \$999 and is being carried at independent jewelry retailers nationwide.



Mercury Ring Corp. has introduced its "5 Secrets" diamond band.

(800) 223-0930, (201) 569-1070, FAX: (201) 569-1538, INFO@MERCURYRING.COM, MERCURYRING.COM

SERVICES

New GemEx certificate puts focus on beauty

GEMEX The Global Leader in Diamond Brilliance, Fire and Sparkle Certification

DIAMOND LIGHT PERFORMANCE

Brilliance: white light

Fire: color light

Sparkle: scintillation

Additional information provided by: ICAV 106

Net Weight: 1.01 Ct. Color: G Clarity: SI2 Shape: Round

Measurements: 7.02 x 6.02 x 4.00 mm

ASSESSING DIAMOND BEAUTY BY MEASURING BRILLIANCE, FIRE AND SPARKLE

The BrillianceScope analyzer, a patented imaging spectrophotometer, scientifically measures each and every diamond for brilliance, fire and sparkle.

DIAMOND IDENTITY VIEW™

The image reveals the diamond's true anatomy as the BrillianceScope analyzer captures the light that enters the diamond and the light that exits the diamond as a single, comprehensive image.

GemEx Systems has launched a redesigned certificate highlighting diamond brilliance, fire and sparkle.

GemEx Systems Inc. has announced the launch of its recently redesigned GemEx Certificate, re-tooled to emphasize a diamond's beauty.

According to a release issued by GemEx, the new certificate is now available worldwide and has been simplified with a modern look to highlight diamond brilliance, fire and sparkle, as measured by the patented BrillianceScope Analyzer.

With this easier-to-understand focus on a diamond's beauty, the certificate is intended to help retail jewelers increase diamond sales and margins.

The new certificate also will include light-performance measurement images of diamonds and comparative scales, two features of the old certificates.

The revamped GemEx Certificate is part of a new, larger marketing initiative designed by the company to emphasize diamond brilliance, fire and sparkle, so that consumers focus on the beauty of diamonds rather than their rarity.

6040A W. EXECUTIVE DRIVE, MEQUON, WI 53092, (262) 242-1111 FAX: (262) 242-1191, GEMEX@GEMEX.COM, GEMEX.COM