

THE WEST COAST

Microcosm of the Jewelry Industry

A PROMOTIONAL SUPPLEMENT TO JCK

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Almost from the moment of gold discovery at Sutter's Fort, the West Coast has been active in the international jewelry industry. During the West's early history, much of California's gold was shipped to India to be made into traditional dowry jewelry. Red and pink tourmalines from San Diego County provided prized carving material to the lapidaries of the Imperial Chinese court.

In the late 1800s and early 1900s, San Francisco was the jewelry capital of the West Coast, a legacy from the gold rush and the nearby Comstock Lode silver strike. But railroad rate wars and promises of cheap land brought people flooding to the once-tiny town of El Pueblo de la Reyna de Los Angeles. The opening of a harbor in 1914 attracted businesses of all kinds. In the 1920s, the glittering movie industry lured countless would-be actors to Hollywood where glamorous stars dripped with jewelry.

After World War II, thousands of vets chose to resettle in the incomparable Southern California climate. Many took advantage of the GI Bill to get watchmaking and jewelry training. And the center of the West Coast jewelry industry slid south along



Rings by Elba Jewelry, Inc.

the San Andreas fault to Los Angeles. At first, wholesalers provided merchandise to retailers. But as the number and size of retailers increased, manufacturers began to sell to them directly. L.A.'s wholesalers, once the industry's backbone, slowly disappeared.

In 1910, forward-thinking jewelers started the the California Gold & Silversmiths Association. But so few
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IN THE LATE

1800s

AND EARLY

1900s,

SAN FRANCISCO

WAS THE

JEWELRY CAPITAL

OF THE

WEST COAST.

18 KARATI, INC.

Since 1948, Atmadjian has been a name synonymous with high ethical standards and product perfection. Fine quality has been foremost at Atmadjian, first as a purveyor of fine Belgian and Israeli-cut diamonds, and later in production and perfection of invisible-set mountings. Atmadjian continues to set themselves apart from other manufacturers of diamond jewelry with their new line, 18 Karati, Inc.

Jewelry in the 18 Karati line features the brilliant, patented Lily Cut Diamond, a full-cut diamond in a clover shape. Cut in Israel, the Lily Cut Diamond

promises to be one of the hottest items on the market in the coming year, bringing good luck to the customers of 18 Karati. In addition, Atmadjian urges you to Think Star! Their surprising five-pointed diamond stars, stars of David and crosses are shining additions to their collection of unusual fancy cuts, such as kite cuts.

At Atmadjian, innovation does not stop with diamonds and 18 karat gold. At the JCK Show in June, the company will unveil one of the most unusual jewelry designs on the market, the work of Atmadjian's master craftsmen. This line of handmade, platinum wire jewelry will be something to watch for!



BOMA

EARTH dreams™

For 18 years, Boma Sterling Silver has been committed to fashion, fine gemstones, and high-quality craftsmanship. Boma offers a wide variety of jewelry styles in a range of price points. Whatever your needs, Boma has a line of sterling silver for you.

Now Boma introduces a unique concept: one-of-a-kind design inspired by the intriguing and timeless beauty of fossils. In Boma's "Earth Dreams" collection, the warmth of each fossil is set off by fine gemstones and glowing sterling silver. The spiralling shapes of ancient sea creatures — some from the Sahara Desert — make each Earth Dreams piece as individual as its wearer.

The Earth Dreams Collection makes an exciting addition to Boma's Elegant Facets Collection and their Marcasite Collection. Customers recognize Boma's fashion sense and their unique perspective on jewelry design. Advertising in consumer magazines is already creating nationwide interest in Boma Sterling Silver. Dedicated to customer service and satisfaction, Boma guarantees each piece of jewelry for life. Watches are guaranteed for two years. Boma exhibits at most major jewelry and gift trade shows, and customers are supported by a large network of dedicated sales reps.

Great fashion, great quality, great value, great service. That is Boma's promise to you.



BOMA

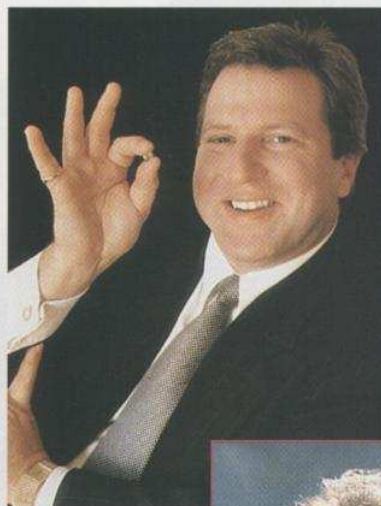


MVI MARKETING LTD.

The Market Intelligence Company™

From small independent retailers to multinational corporations, all businesses benefit from knowledgeable marketing. MVI Marketing Ltd., founded in 1985 by second and third generation jewelers Martin Hurwitz and Liz Chatelain, provides experienced, results-driven marketing assistance to the jewelry industry. In addition to the cofounders, the team at MVI consists of qualified and experienced professionals, most of whom have been in the jewelry industry for many years. MVI is best known for developing Argyle Diamond's marketing program for their uniquely beautiful, naturally colored diamonds. However, companies of all sizes have found that MVI's in-depth understanding of the jewelry industry can help their bottom line.

At MVI, your business's success is as important to them as their own. To help you compete at your best, they provide a full range of marketing advice, information and services — from recommending databases to effective trade show techniques; from analyzing your business's strengths and weaknesses to training. MVI, The Market Intelligence Company,™ sifts through the crowded world of information to find only the information you need. Through surveys and research, MVI can tell you what your competition is doing, and why your customers are — or are not — buying. If necessary, MVI can help you revamp your management or operations systems for efficiency and cost effectiveness. With their advice on the development of competitive products and services, you can find your own unique niche. Redefine your place in the market through the use of MVI's customized



Martin Hurwitz



Liz Chatelain

advertising campaigns, brochures and websites. Finally, a written business plan and training programs will help your company stay on track and compete more effectively in the next century.

In the coming millennium, new natural resources and new technology will continue to transform the jewelry industry. Wise marketing choices will be vital as jewelry companies form strategic alliances to compete globally. MVI stands ready to help the jewelry industry forge these bonds and make the transition into the 21st century a smooth one.

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jewelers would speak to each other, much less share business information, the organization languished. The Depression, however, showed jewelers they needed each other. In 1933, the California Jewelers Association was started to provide members with mutual support and services. (Originally called the California Retail Jewelers Association,

the name was changed in 1973.) CJA put together the first Pacific Jewelry Show in 1958, which later rivaled the Jewelers of America show held in New York. In 1944, the 24

Karat Club of Southern California — an invitation-only association limited

to 200 members — was started to further promote fraternal relationships and honesty and integrity among jewelers.

The need for education, information and cooperation became vital during the first part of the 20th century. The newly introduced cultured pearls and flame-fusion synthetic rubies created problems of identification for most jewelers. Robert M. Shipley started the Gemological Institute of America (GIA) in 1931 to give jewelers the important gemstone education they needed to protect themselves and their clients. Almost from the beginning, his son, Robert M. Shipley, Jr., was pressed into identifying gemstones for the industry, and the idea for the Gem Trade Laboratory (GTL) was born. To promote training and ethical practices

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Necklace by
Gelin and Abaci



**ROBERT M. SHIPLEY
STARTED THE
GEMOLOGICAL
INSTITUTE
OF AMERICA (GIA)
IN 1931.**



Ring by Hubert Gem Designs

Ring by Siera

