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# LUXURY

WHAT DOES LUXURY MEAN TO YOU?  
JCK EXHIBITORS GIVE THEIR UNFILTERED TAKES.



“WHAT DOES LUXURY MEAN TO YOU?”

# LUXURY DEFINED



WE ASKED LUXURY EXHIBITORS  
THAT VERY QUESTION.  
THEIR HEARTFELT ANSWERS  
MIGHT SURPRISE YOU.

BY VICTORIA GOMELSKY



## JOHN ATENCIO

### FOUNDER, JOHN ATENCIO

“Luxury is that perfect blend of quality, uniqueness, and comfort. It tends to be understated and, for me, it is most often experiential. It is usually associated with a new place or new experience. It may be as simple as luxurious towels, an exotic bath oil, or an unexpectedly fragrant candle. Or, perhaps, a warm personal greeting and fine service in an elegant setting. It is that unique and unexpected attention to quality and comfort. Each creates a lasting feeling and each adds to the luxury experience.”

Polar diamond earrings in 14k white gold with 0.21 ct. t.w. diamonds; **\$1,185**; **John Atencio**; 720-445-5292; [johnatencio.com](http://johnatencio.com)



**A**S CONCEPTS GO, luxury is more nuanced than most. To some, it's a breezy day on a pristine beach with nowhere to go and all day to get there. To others, it's the tangible product of years of expertise and unparalleled craftsmanship—whether it's a one-of-a-kind jewel, a hand-embroidered couture gown, or a bespoke pair of shoes. To distill the essence of a word many of us use on a daily basis, we asked 15 exhibitors at the 2018 LUXURY show in Las Vegas to reveal what luxury means to them. What they told us had nothing to do with opulence and everything to do with their own personal worldviews. Frank La Roux, senior vice president of sales and merchandising at New York City-based Color Jewels, summed it up thusly: “Jewelry is luxurious because it is handcrafted from precious metals and rare gemstones, but the biggest luxury jewelry brings is happiness to the person receiving or purchasing it.” We couldn't have said it better ourselves!



## JACKIE COHEN

### FOUNDER, MY STORY FINE JEWELRY

“Luxury, to me, is a state of being. It's what feels indulgent. Something I wouldn't do, eat, or buy for myself every day. As a full-time working single mom, free time is a luxury. And time alone (even if it's only business travel) certainly feels extravagant to me. A warm bath and a glass of wine after a day at the beach, with sun-kissed skin, is a dreamy feeling to me. Maybe luxury is anything that makes you feel special. At the place I am in in my life, extra time feels special and makes me feel like when I get it, I truly deserve it.”

Amelia ring in 14k rose gold with diamonds and multicolored baguette gems; **\$1,675**; **My Story Fine Jewelry**; [concierge@mystoryfinejewelry.com](mailto:concierge@mystoryfinejewelry.com); [mystoryfinejewelry.com](http://mystoryfinejewelry.com)



## THE GLOBAL GUIDE TO MARKETS

## SHOW BIZ

## SWIPE RIGHT

The LUXURY show seamlessly blends technology with memorable IRL experiences

BY VICTORIA GOMELSKY

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LUXURY IS GOING digital. The Las Vegas show—which opens at Mandalay Bay Convention Center Wednesday, May 30 (one day later than its historical date pattern), runs for two days as an invitation-only affair, and then expands to the wider JCK community before closing Monday, June 4—has incorporated technology into its matchmaking efforts in a manner that feels *très* appropriate for 2018.

“At LUXURY, our focus is on helping to drive business for our brands and our retailers in a high-end environment,” says Sarin Bachmann, industry vice president of LUXURY and Swiss Watch events. “In 2018, we will unveil a new LUXURY networking app. It utilizes swipe technology to introduce retailers to exhibitors and retailers to retailers with an algorithm that matches them up based on the information they provided us at registration time.”

Not only will the app, which is now available for download, “make smarter, better connections” among attendees, according to Bachmann, but it will also connect retailers to a new area in the Oceanside ballroom dedicated to in-store experiences to “give retailers concrete ideas they can take back to help drive traffic into their stores.”

Signature collection peridot and blue topaz pendant with 0.47 ct. t.w. diamonds; **\$5,995**; **John Atencio**; 720-445-5292; [johnatencio.com](http://johnatencio.com)

Keynote speaker Johnny Earle, founder of Boston’s Johnny Cupcakes clothing brand, aka “the world’s first T-shirt baker,” will aim to do the same thing. At a breakfast presentation May 30, Earle will detail how he made his first retail store an unforgettable experience. (“My dad and I transformed my first store location into an old-fashioned bakery where I displayed T-shirts in vintage, industrial refrigerators and on baking racks,” Earle writes on his website. “I even made it smell like frosting!”)

The expanded Design@LUXURY area in the Oceanside ballroom is guaranteed to be equally inspiring. “We’re doing it bigger and better this year,” says Bachmann, adding that brands new to the area include Clementine & Co. Jewelry, Erica Molinari, Dawes Design, John Atencio, and Just Jules. (Meanwhile, the regular LUXURY lineup includes two Italian jewelry firms new to the event: Pesavento and Ponte Vecchio Gioielli.)

“We are going back to basics and creating more clean, sleek, contemporary designs for our return to LUXURY,” says Atencio, who last exhibited at the show in 2007.

The annual LUXURY Retailer of the Year Award is also staging a comeback—at a breakfast presentation on Thursday, May 31. And this year, the ceremony will feature the new LUXURY Design Awards, in which retailers select winners in four to six categories and reward them with trunk shows at their stores. Right swipe, indeed.