

NATIONAL JEWELER

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E-COMMERCE MANEUVER

As TAG Heuer watches sell online, a test case is born

BY CATHERINE DAYRIT
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NEW YORK—Swiss watch brand TAG Heuer knows its customers well enough to recognize that they are often far too busy to get to a physical store to buy a watch.

So several months ago, the company became the first to offer an entire line of luxury watches for secure purchase online, through two U.S. retailers.



TAG Heuer's "Grand Carrera Calibre 17 RS" chronograph, retailing at \$5,700, is among the models sold online by Tourneau and Barmakian Jewelers.

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Will see-me, feel-me displays appeal to a hip new set of consumers?

BY MICHELLE GRAFF
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MEMPHIS, TENN.—Vickie Blevins of James Middleton Jewelers has noticed a trend that she believes does not bode well for the store's future.

Customers swarm her Memphis, Tenn., store for 40th and 50th wedding anniversary gifts, but she sees very few fresh faces buying engagement rings or first anniversary presents.

So, she opted to buy something new for her store—Stuller's Interactive Ring Display—to attract the attention of a younger demographic, the type of

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Hot Commodity

With gold prices up, and sales down, jewelers get creative

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Iceing on Top

Children's gold-wire bangles feature faceted 14-karat rose gold hearts, white gold round and yellow gold pear shapes, all in 14-karat recycled gold with hook closures and eco-friendly packaging; suggested retail prices are between \$450 and \$600, depending on bracelet size, which ranges from XS to L. IceingOnTop.com

Green is good

BY CATHERINE DAYRIT
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Melissa Joy Manning

Extra-large hoop earrings in 14-karat recycled gold with peridot and green amethyst drops; suggested retail price is \$380. (888) 465-2269 or MelissaJoyManning.com

Designers say that it's easier than ever before to source "green" materials, especially recycled or reclaimed metals, which offer an earth-friendly alternative to metals produced through destructive mining practices—and for the same

price. A rising number of designers are also making it known that the pieces they create feature conflict-free diamonds and fair-trade gemstones, because when it comes to beautiful jewelry, ethically sourced materials make for a story that sings.



Alberto Parada

"Darius" ring handcrafted in 18-karat recycled white gold with peridot and diamonds; suggested retail price is \$2,800. (301) 908-1338 or AlbertoParada.com



Todd Reed

Hand-forged and fabricated earrings in recycled 18-karat gold with red brilliant-cut diamonds and raw diamond cubes; suggested retail price is \$9,375. (800) 376-3609 or ToddReed.com



Dawes Design

"Hewn" stacking set with three bands in 18-karat recycled gold and featuring 0.36 carats of conflict-free, rose-cut diamonds; suggested retail price for set is \$2,500. (888) 802-0880 or Dawes-Design.com