

DEC 2002  
Volume 1, Issue 12

# Instore

THE MAGAZINE FOR THE AMERICAN JEWELRY STORE OWNER

## IT'S TIME TO PICK THE BEST

USA 2002 AND INTERNATIONAL 2002  
AND BEST SILENT SELLER  
AND BEST MANAGERIAL SKILLS  
AND BEST CUSTOMER SERVICE  
AND BEST EMPLOYER  
AND MORE OF THE BEST OF 2002...

**JEWELRY WITH HEART**  
**TARGET MARKETING**  
**MANAGING BY THE NUMBERS**  
**KEEPING EMPLOYEES MOTIVATED**



## THE BEST OF THE YEAR

# 2002



ROBERT LEE MORRIS



JOSE HESS



SASHA SAMUELS



KARIN JACOBSON



JOHN ATENCIO



KATEY BRUNINI

## DESIGNERS SOUND OFF ON 2002

You know how you fared this year, but what about those elusive characters, the jewelry designers? We asked a few of our favorites to comment on the work of their fellow artists ... as well as their own.

## JOHN ATENCIO

*Which current designer — other than yourself? — did you admire this year, and which particular items of theirs did you like?* Roberto Coin. I really like his three-stone bracelets and gold link chains.

*What was the best thing you designed all year?*

The Unity Collection because it's so different from everything else I've done. It's just now hitting the stores and gaining the attention of our customers.

*What were this year's big materials for you?* White metals have been very big. Our Elements Collection made of silver with 18k yellow gold has been very popular as is our Signature Gold collection in 18k white gold.

*Who was wearing your jewelry this year?* Hard to say really, our customers are all over the world, but I'd say our customer is someone who enjoys fine jewelry that they can wear every day.

*Did you learn anything new this year?* We learned how to design for a different world. We've created smaller, lighter jewelry at lower price points to appeal to the changing marketplace.

## KARIN JACOBSON

*Which current designer did you admire this year, and which particular items of theirs did you like?* I love Michael Good's work. He makes jewelry which looks like movement, frozen. And the anticlastic raising technique allows for delicate looking forms which are actually really strong. Being able to look at his work up close, and touch it, made me see how amazing it is.

*What was the best thing you designed all year? How was it received?* I have a custom client who collects Mexican Dia de los Muertos skulls (calaveras). I made him a platinum, ruby and moissanite skull ring that combined a happy calavera with my own sleek, graphic style. We both really loved it.

*What were this year's big materials for you?* I sold a lot of sterling this year. With the economy in rough shape, and me being a new designer on the scene, I think it was easier for stores to invest in my sterling pieces to test the waters with their clients.



*A trio of rings from William Riebey — classic design with a touch of the avant-garde.*

*Best business decision this year?* After winning the AJDC's New Talent Competition, I was given the opportunity to assist the organizers of the Design Center at JCK Las Vegas, so that I could familiarize myself with the show scene before launching my line at JA in New York. It was the best decision I could have made, and really helped me to feel comfortable at my debut in New York.

*Did you learn anything new this year?* I have learned so much this year. But if I had to pick one thing, it would be the importance of developing your own look and finding the right market for it. You can't create a signature style by trying to please everyone at the same time.

*How will you remember 2002?* It's been a year of exposure for me. Despite the sluggish economy, it's been the year that I have gone from being a local Minneapolis designer to one whose designs are seen in the national marketplace.

## STEPHEN WEBSTER

*Which current designer did you admire this year, and which particular items of theirs did you like?* Recma Pachachi's leather cuff and choker.

*What was the best thing you designed all year? How was it received?* A reversible Black Widow Tahitian Pearl bracelet [PICTURED, pg. 23] which won a Tahitian Pearl Trophy and was received very well.

*What were this year's big materials for you?* Stingray skin, pavé sapphires and Crystal Haze stones in turquoise.

*Who was wearing your jewelry this year?* Pink, Christina Aguilera, Oprah Winfrey, and Ozzy Osbourne.

*Best business decision this year?* To design a collection of exciting new jewelry for Guess.

*Did you learn anything new this year?* I learn every year. This year especially, I learned to stick with what I believe in, good design, good craftsmanship and being approachable.

*How will you remember 2002?* How hard it can be to expand very quickly when the banks no longer understand the manufacturing business. And thank you to all my suppliers for being so patient!



## *Karin Jacobson*

*Winner, American Jewelry Design  
Council's New Talent Award*

Fun is the key to Jacobson's designs, and she finds inspiration in toys, cartoons and comic books. Pictured are her 'Glamrocket', 'Dandelion', and 'Pagoda' rings, crafted using lab-grown stones to make her work available to a broader audience.