

INDESIGN

March 2008 | For the retailer of fine jewelry design

mega stores

*lessons and lore from
america's biggest jewele*

PLUS:

sales pitches / rings

if i owned / jeffrey gitomer

profile / michael beaud



Blu

PRODUCT DETAILS: *Euphoria Collection* of rough-cut cabochons set into 18K gold diamond and sapphire accented shanks

JONATHAN LANDSBERG'S PITCH: "Notice the intricacy of design. These are not just 'colored stone rings,' but completely innovative interpretations. See how the contrast of the rough cabochon with the elegant shank, popped by the diamond and sapphire accents, all works so well together. These are rings that will garner compliments from friends and that won't be on everyone else's finger."

\$8,280 to \$10,695 MANUFACTURER'S SUGGESTED RETAIL PRICE



Gurhan

PRODUCT DETAILS: Custom-made pure platinum rings set with a variety of colored stones including aquamarine and chalcedony.

JONATHAN LANDSBERG'S PITCH: "Everything about this ring is on target with what's going on today, and it's also completely enduring. The aqua and platinum combination is eye-catching and the platinum gives it a wonderful weight. Gurhan's signature hammered texture offers a rough hewn, almost ancient look and like many of the Gurhan rings, it's a one-off, so if you love it, you should purchase it because I won't be able to get the identical piece with the same stone again."

Starting from \$8,640 MANUFACTURER'S SUGGESTED RETAIL PRICE



Mark Patterson

PRODUCT DETAILS: From the *gTWO5* collection of cabochon and sterling silver rings.

MICHAEL LITTMAN'S PITCH: "Mark Patterson's rings offer the bold look of a large cocktail ring without the big ticket price point. There is also a wonderful design sense in the special cuts of the cabochons and the details, such as the scrollwork and precious small faceted stones set into the shank. If you are looking for colored stone rings, Mark Patterson has an incredible eye for the very best stones and always chooses an alluring color palette, one that is also easy to wear. It's definitely a high level look in sterling silver."

\$600 MANUFACTURER'S SUGGESTED RETAIL PRICE