

MID-LEVEL



gold with 0.78 carats of
940. (917) 331-8619 or



Royal Asscher
"Pavo" diamond stud
earrings available in
white gold; suggested
retail price starts at
\$6,000. (212) 922-1908 or
RoyalAsscher.com



Breil Milano
"Battito Collection" heart
pendant in white gold with
full champagne diamond
pavé; suggested retail price
is \$4,380. (305) 692-5212 or
BreilMilano.com



Yael Designs
Pendant necklace in 18-karat white
and black gold with 0.35 carats of
colorless diamonds and 2.07 carats
of black diamonds; suggested retail
price is \$7,330. (415) 989-9235 or
YaelDesigns.com

COUTURE

Nice Diamonds
Ring in 18-karat white gold with a 3.26-carat
yellowish-green diamond and 1.31 carats of dia-
mond melée; suggested retail price is \$325,000.
(800) 536-NICE or NiceDiamond.com



Carrera y Carrera
"Aqua" mini earrings in white gold with diamonds;
suggested retail price is \$15,550. CarreraYCarrera.com



Neil Lane
Pink diamond and platinum ring set with an oval pink
diamond; suggested retail price is \$29,000.
(310) 275-5015 or NeilLaneJewelry.com



gold with 11 carats of
red spinel; price
panel.com



Vicente Agor
"Archipelago" bracelet in 18-
is \$16,080. (415) 863-1770 or

Fortamoff shuts down after 87 years 8 Have online jewelers peaked? 34



DISCOUNTING DEBATE

Can jewelers stay afloat
in sea of sales?

BY MICHELLE CRAFF
mccraff@photo.com

MEMPHIS, TN—It's almost as if someone
turned on the switch for the blue light
special and began to flip it back off.
From exclusive boutiques to nationwide
chain stores, retailers were slashing prices
by 20 percent, more, and offering
free one-on-one gem
education classes
over the past
holiday season.
Even jewelers
included in the
magazine's read-
ers' choice of the 414
retail jewelers
who participated
in "Jewelry
Retailer's Choice"
survey in which the winner
was named a champagne bottle.
DISCOUNTING, page 41

Tough times for watches

Whether diamond sales mean lower
prices or profits, more classic art than?

BY EMMA JOHNSON
emjohnson@photo.com

BASEL, SWITZERLAND—Watches are suffering

ASK JEWELERS

What type of diamond jewelry



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pend greater
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CELEBRITY SIGHTINGS: Trendy jewelry
designs took a backseat to classic pieces at
the year's winter awards shows, including

CLASSIC ROCKS

Diamond designs for
Main Street PAGE 18
Jewelers share data
on diamonds