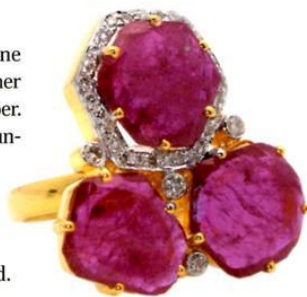


THE LOOK

K5

Crimson Tide

Honeysuckle may have been the Pantone Color Institute's shade of the year, but as summer faded into fall, rouge has risen from its slumber. And when couture designers painted the runways red, jewelry designers turned up the thermostat, too: That means merlot-hued garnets and ruddy jasper for price-point-conscious buyers, and blazing red rubies, spinel, and rubellite to appeal to the high end.



4

Dazzle Collection 18k gold ring with 10.22 cts. t.w. rubies and 0.40 ct. t.w. diamonds; **\$4,625**; Trésor, Cliffside Park, N.J.; 800-368-1813; tresorcollection.com

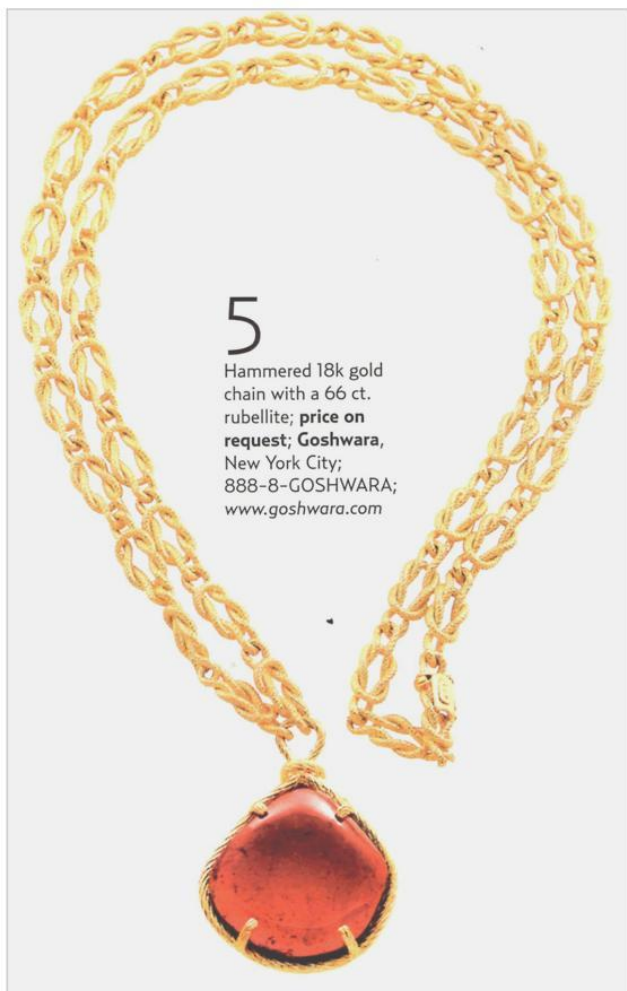
2

Oxidized silver and 14k gold bangle with 114 cts. t.w. rubies, freshwater pearls, and 2.10 cts. t.w. diamonds; **\$11,232**; United Gemco, New York City; 212-840-9380; unitedgemco.com



5

Hammered 18k gold chain with a 66 ct. rubellite; **price on request**; Goshwara, New York City; 888-8-GOSHWARA; www.goshwara.com



JCK
THE INDUSTRY AUTHORITY
NOVEMBER 2011 • JCKONLINE.COM

STORE SMARTS

OUR 2ND ANNUAL RETAILER SURVEY
Benchmark Yourself Against Our Results in Staffing, Salaries & More

MARKETING MISHAPS
The 10 Biggest: From Budgeting Blunders to Social Media Snafus

NET VALUE
To Sell or Not to Sell? The E-Commerce Question

BLOG ROLL
10 Jewelers Spinning Their Digital Musings Into Sales

SILVER STREAK
15 New Designs at White-Hot Price Points