



As seen in

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Is Friedman's bankruptcy just the start? page 10 Drying the de Beers settlement page 17

NATIONAL Jeweler March 2008

De Beers cuts marketing spend and hires an on men

By Michele Dorf
 NEW YORK — Confident, all-out promotion of the diamond industry by De Beers might not be far from the recent shaking of the U.S. marketing budget in an indication of where the company is headed.

De Beers announced in January that it was cutting the U.S. marketing budget and letting go of 11 employees who worked on the Diamond Trading Co. (DTC) account at New York-based advertising firm JWP. Though no dollar figure was given for the cuts, Diamond Information Center Executive Director **BYRON PAGE 10**

COST-SAVING STRATEGIES

Palladium, cost-conscious designs find niche amid record-high metal prices

By Nancy Weintraub
 BIRMINGHAM, Ala. — As precious metal prices continue to tank metals and consumers cut down on luxury spending, designers and manufacturers are turning toward lower-cost options such as higher-weight design and less expensive materials like palladium and ruthenium.

Soaring on the price-conscious trend is Palladium Alliance International (PAI), which recently hired JWP Marketing to design a new marketing plan for its palladium-conscious jewelry line. The advertising marketing **BYRON PAGE 11**

Scott Kay's "Daisy" line in palladium has the "Big Day" collection, reported retail prices start at \$2K, but the company notes that all prices are subject to change without notice.

POWER brides

To capture the bridal market, cater to the one who wears the bling **page 30**

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Wright & Lato presents *The PGM Collection* – innovative wedding bands manufactured with platinum, palladium and ruthenium.

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The March 2008 issue of *National Jeweler* featured Wright & Lato's *PGM Collection* wedding bands – rings created with platinum, palladium and ruthenium (on page 53). The ring styles are as follows (top to bottom) - X2004/7GQP, X2007/7GQP, X2008/7GQP, and X2001/6GQP.

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