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BRAND NEWS: FRENCH JEWELERS GO WEST, JEWELERS IN TOP 100 BRANDS, NEW B2B SEARCH PLATFORM DEBUT, MORE

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French Jewelers Go to California; Join Forces To Help Boost Exports

Paris, France—Seven top French jewelry brands will travel to California for two special trunk showings at luxury jewelers here. Shreve & Co. in San Francisco will host *Beaux Bijoux*, a special trunk show featuring the brands, on October 14-16, before it moves to Jewels by Nasrin Imani in Beverly Hills October 18-20. Featured will be French jewelry brands Aveva, Damoiselle D, Edeenne, Valerie MacCarthy, Mathon Paris, Pacoma, and Poiray. The event is being held in conjunction with UBIFrance, the promotion agency of the French trade commission in the United States.

Mathon's Iceberg ring, below, and Damoiselle D's Rosa coral watch, left, will be among the pieces in the French jewelry trunk show going to California later this month.



Separately, 220 companies in the French fine jewelry sector have signed a new charter aimed at improving the industry's competitiveness and boosting business in emerging markets.

The French Jewelry Charter aims to improve collaboration and information sharing between the various players in the segment, many of whom are small companies lacking capacity to compete on the international market. Increased cooperation under the new charter is expected to boost competitiveness for all.

The charter will promote the transmission of knowledge via training, improve shared intelligence, and invest in ethics and sustainability. It was signed by members of the Union Française de la Bijouterie, Joaillerie, Orfèvrerie, des Pierres et des Perles (UBJOP), includes jewelry designers and manufacturers, stone traders, metalsmiths and retailers.

New Luxury Jewelry B2B Search Platform Launched

Los Angeles, CA—Luxury Jewelers Network announces the launch of a new private, direct, and immediate B2B communication platform for luxury jewelers and vendors. Retailers can expand their resources to search for jewelry and vendors can expand their visibility and distribution.

Buyers enter details about any kind of jewelry they need—pieces, stones, metals, prices, certificates, styles, and more—and may select any number of participating vendors from one to all to receive their request, says founder Vatché Shirikjian.

"It's on a banking platform like [Lending Tree.com](#)," he explains. "Lending Tree doesn't offer anything itself; users punch in what they're looking for and see what results come up." In this case, users are looking for jewelry instead of loans. "It reduces the time it takes a jeweler to find a specific piece for a customer from days to minutes," says Shirikjian.

Requests are incoming only; vendors do not upload or list any merchandise for sale. Because the "calls" are initiated by retailers, vendors are assured they've been chosen specifically to receive any request, creating unprecedented confidence for the transaction, says Shirikjian. Additionally, he says, the network is comprised exclusively of high-end retailers and vendors who are, if not already doing business together, at

video center

Sponsored by: *Daniela Guffo*

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2011 JEWELS OF FRANCE TRUNK SHOWS SCHEDULED

New York, NY—Camille Wiart, Director of Fashion, Luxury and Culture at the French Trade Commission-Ubifrance, is excited to share with you the upcoming Jewels of France Trunk Show, an annual "rendez-vous" to connect with French designers, see and buy brilliant and skillfully crafted pieces of fine jewelry. Stay tuned for more information: Jewels of France Facebook page and [www.ubifrance.com](#).



WHAT'S MOVING AT CHRISTE JAMES?

Danville, CA—Owner Chris Edlund updates The Centurion on what's working well for her high-end fine jewelry store in this affluent San Francisco suburb.



AGTA'S DOUG HUCKER PRESENTS NEW ON-LINE EDUCATION

San Francisco, CA—Doug Hucker, head of the American Gem Trade Association, details what AGTA has for prestige jewelers to help them sell more color, including new on-line education. To register for the course, visit <http://www.agta.org/education/courses.html>. AGTA members receive free access.



GIA Update on Symposium, Education, More

Basel, Switzerland—There is probably no more an international player in this industry than GIA, whose sales director Craig Danforth updates The Centurion on happenings in Basel and elsewhere.



Frederique Constant & Alpina Announce New Collections

Basel, Switzerland—New collections include the "Amour Heart Beat Ladies Automatic" designed by actress ShuQi, the brand's ambassador to greater China; and the "Vintage Racing Collection" commemorating the Peking to Paris road race.



Picchiotti Presents Signature Rose Motif & More New Jewels

Basel, Switzerland—Iconic designer Giuseppe Picchiotti shows The Centurion special jewels from the company's new collections, as well as the original rose pin