

JCK
JEWELERS'
CHOICE
AWARDS

RECOGNIZING the Best *of* the Best

Now in its fourth year, JCK's Jewelers' Choice Awards continues to grow in participation and prestige, setting the highest industry standard for honoring the best work of the most innovative and creative designers.

In challenging times, it is design innovation that sets leaders apart, but it is salability that has the final vote. Industry professionals know that creative design is essential, but sell-through is the ultimate reward — at both wholesale and retail levels. The Jewelers' Choice Awards is intended to inspire and recognize great design in a wide variety of materials, design categories and price levels. The winners of this year's competition are your choices for the best of the best in terms of creativity, marketability and style.

Says JCK's publisher Mark Smelzer, "We're thrilled, as this year's contest entries are 30 percent higher than 2010. Our goal remains the same as always — to create a dynamic opportunity for retailers to see the newest and most exciting jewelry the industry has to offer." In this year's competition, manufacturers and designers submitted 294 entries in 44 different categories, and more than 16,000 votes were placed by the retail community.

