

VIVAAN

Awarded Jewelry

Winning Hearts of
Celebrities

Luxury Design
Awarded Jewelry

VIVAAN
THE CHAMP!

Grand Prize Winner

at VIVAAN

Every Single Moment is Beautiful





Luxury^{JCK}
2019 Luxury
Design Awards
2ND PLACE
HIGH END
FASHION CATEGORY



VIVAAN

VIVAAN Rosecut Diamond Bracelet set in 18K white gold

VIVAAN

THE CHAMP !
Grand Prize Winner



**INSTORE
DESIGN
AWARDS**
2019
**GRAND PRIZE
WINNER**

**INSTORE
DESIGN
AWARDS**
2019
**BEST
DESIGNER**

**INSTORE
DESIGN
AWARDS**
2019
**RETAILERS'
CHOICE**



VIVAAN Bracelet with Fancy Colored Rosecut Diamonds with
Colorless Brilliant Diamonds set in 18K blackened gold

THE INSTORE DESIGN AWARDS

2019

OUR FOURTH ANNUAL
COMPETITION RECOGNIZES
ARTISTRY & CREATIVITY
IN JEWELRY DESIGN

STORY BY TRACE SHELTON

PHOTO: Grand Prize-winning
colored diamond cuff and jewelry
by VIVAAN. MODEL: Janelle Simon.
PHOTOGRAPHY: Gene Mollica
and Sasha Almazan. AGENCY:
Wilhelmina. HAIR, MAKEUP &
STYLING: Sasha Almazan.

Jewelry design is the lifeblood of our industry, and those on its forefront are constantly challenging the status quo, pushing boundaries in creativity and wooing jewelry lovers with their skill and passion. These are the creators we seek to honor with the INSTORE Design Awards.

For 2019, we expanded our categories from eight to 25, and we received more than 170 entries. In order to determine the best of the best, we recruited a judges panel composed of nine retailers, all of whose businesses carry multiple designer lines, to vote on their favorite jewelry in a "blind voting" process. We also opened voting to all North American jewelry retailers online at instoremag.com, where more than 9,300 votes were cast to decide the "Retailer's Choice" winner in each category.

For the first time, we recognize a Grand Prize winning piece: the colored diamond cuff from VIVAAN worn by model Janelle Simon on this page and our cover. And as we have since our competition began, we recognize one up-and-coming designer who embodies the inventive spirit so long encouraged by our former colleague Cindy Edelstein, who passed away in 2016.

Now, turn the page and see the very best that our industry has to offer!

— The Judges —



**PATRICIA
FABER**
Aaron Faber,
New York, NY



LINDY KAVANAUGH
Lindy's Jewelry,
Fernandina Beach, FL



**ELIZABETH
GIBSON**
Eliza Page, Austin,
TX



**MATTHEW
ROSENHEIM**
Tiny Jewel Box,
Washington, DC



**SIA
MARAVELIAS**
Quadrum Gallery,
Chestnut Hill, MA



MARCUS MAJORS
Sam L. Majors,
Midland, TX



**ORIN AND TINA
MAZZONI**
Orin Jewelers,
Detroit, MI



LAURIE WATT
EAT Gallery,
Maysville, KY



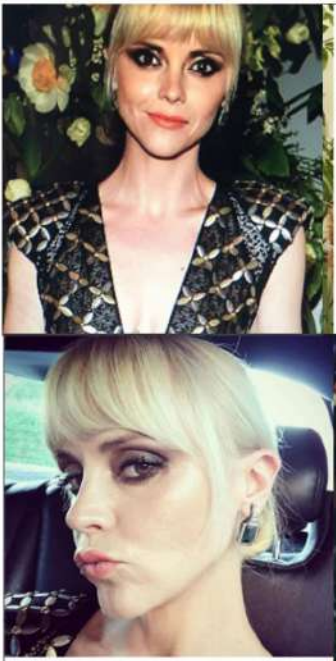
**LAUREN KULCHINSKY
LEVISON**
Mayfair Rocks,
East Hampton, NY

INSTORE
DESIGN
AWARDS

Christina Ricci

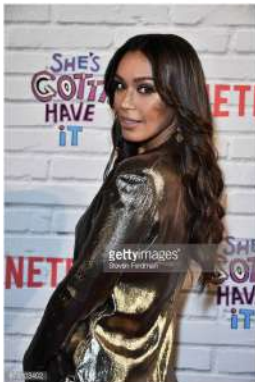


Hollywood Actress
Christina Ricci
wearing VIVAAN
Slice Diamond
Flower Earrings at
the Valentino
Resort 2018 Show
in New York



Christina Ricci with VIVAAN
Green Tourmaline Earrings

Ilfanesh Hadera



Baywatch Actress Ilfanesh Hadera wearing VIVAAN Natural Color Diamond Earrings at the Premier of Netflix original series "She's Gotta Have It"

Laverne Cox



Laverne Cox wearing VIVAAN Tanzanite Diamond Earrings

Miss Universe 2017



Gorgeous Miss Universe Demi Leigh Nel Peters wearing VIVAAN Tanzanite with Yellow and White Diamonds Star Earring Tops and matching Ring set in 18k gold



Sharon Osbourne with Sir Elton John



Sir Elton John, tv personality Sharon Osbourne and musician Ozzy Osbourne attend the 23rd Annual Elton John AIDS Foundation Academy Awards Viewing Party on February 22, 2015 in Los Angeles, California.



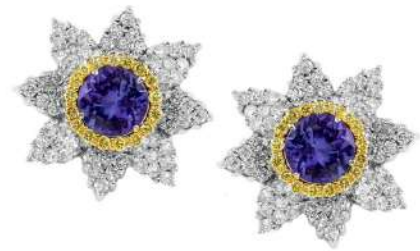
Debrah Messing



Grace of "Will & Grace",
American Actress,
Debra Messing wearing VIVAAN
Slice Diamond Earrings and
Pink Tourmaline Cocktail Ring



DeWanda Wise



American Actress DeWanda Wise wearing
VIVAAN Tanzanite Diamond Earrings at the
Premier of Netflix series "She's Got to Have It"

Emily Didonato



Emily Didonato at Harpers Bazaar Icon Party wearing VIVAAN Pink Opal Earrings

THE INDUSTRY AUTHORITY

JCK

AUGUST 2018 / JCKONLINE.COM



LET'S GET DIGITAL

MASTER SOCIAL, SEO & MORE WITH OUR ESSENTIAL HOW-TO GUIDE

A SHINE ROMANCE

WOOF YOUR CLIENTS WITH THESE DARING NEW DIAMOND STYLES

BEST IN SHOW

THE MOST WINNING JEWELS FROM LUXURY AND JCK LAS VEGAS



angle in 18k white gold with
 17 cts. t.w. round diamonds
 and 20.81 cts. t.w. natural color
 fancy-cut diamonds, **\$162,200**,
Jewelry's International, 415-621-
 80, jyescorp.com; 18k white
 and pavé ring with 50 ct. black
 high diamond, **\$23,000**, **VFse**,
 6-577-9288, vtsejewelry.com;
 18k white gold band with 1.75
 t.w. round and 3.13 cts. t.w.
 quette diamonds, **\$18,275**,
Phi Diamonds, 800-622-2744,
phidiamonds.com; Eternal Love
 bracelet with 13.2 cts. t.w. Swiss
 topaz graduated into London
 topaz in 14k white gold, **\$3,960**,
Bellari, 800-255-0192, bellari.com;
 18k white gold; rose-cut diamond bracelet with
 1.1 cts. t.w. diamonds in 18k white
 gold, **\$27,500**, **Vivaan**, 212-302-
 02, vivaan.us; cocktail ring with
 66 ct. aquamarine and 0.48 ct.
 diamonds in 14k white gold,
\$150, **Just Jules**, julie@justjules.com,
justjules.com



Dragon Egg pendant with 117.4 ct. African green tourmaline, 11.21 cts. t.w. chrome tourmaline, and 1.92 cts. t.w. diamonds in 18k yellow gold, **\$46,000**. 15-inch Super Cool Chain in 18k yellow gold with 0.03 ct. t.w. diamonds in toggle, **\$11,600**. **Erica Courtney**, jewelry@ericacourtney.com, ericacourtney.com; ring with 1.98 cts. t.w. pear-shape rose-cut diamonds in 18k white gold, **\$6,825**. **Vivaan**, 212-302-0402, vivaan.us; ring with 11.98 ct. Colombian emerald and 1.23 cts. t.w. diamonds in platinum, **\$135,300**. **Simon G.**,

818-500-8595, simongjewelry.com; Marley ring with light blue and pink sapphires, amethysts, and diamonds in 18k yellow, white, and rose gold, **\$10,464**. **Rosa Van Parys**, 818-928-4430, rosavanparys.com; 18k rose gold ring with 0.62 ct. tanzanite and 0.28 ct. t.w. diamonds, **\$1,980**. 18k rose gold ring with 0.28 ct. spinel and 0.13 ct. t.w. diamonds, **\$1,100**. 18k yellow gold ring with 1.51 ct. blue zircon and 0.28 ct. t.w. diamonds, **\$2,090**. 18k yellow gold ring with 0.26 ct. tsavorite and 0.13 ct. t.w. diamonds, **\$1,056**. **Simon G.**





METALLIC MARVELS

THESE BABIES don't use vibrant shades to make a statement; instead, they sing a soft, sweet song of dark and light in precious metals with rich textures and the sparkle of carefully deployed stones. These thoughtful designs are bursting with personality.



EVER AFTER

WEDDING BANDS shouldn't be an afterthought. With "man-agement" rings a rising trend and same-sex couples seeking options that fit their personal style, you'd better make sure your store's bands are prepared to deliver.





SOLO STARS

THESE WILD, wrist-adorning wonders don't require any supporting cast members; they're delicious divas and they know it. Throw on any one of these babies and you won't need anything else (although we do recommend clothes).

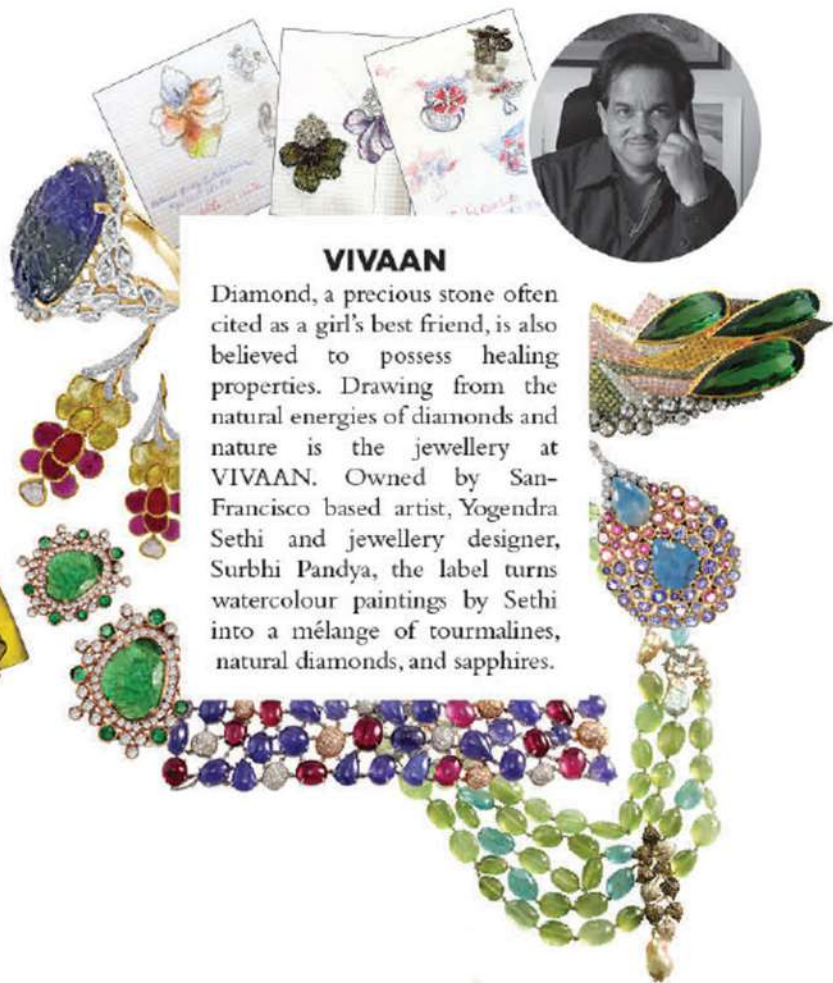


COLOR QUEEN

ELEGANT, OPULENT, dignified and regal, these colorful jewels will make their wearer feel like monarch of all that they survey. These sultry, stately richly-hued stunners won't be forgotten anytime soon.



The JEWELS



VIVAAN

Diamond, a precious stone often cited as a girl's best friend, is also believed to possess healing properties. Drawing from the natural energies of diamonds and nature is the jewellery at VIVAAN. Owned by San-Francisco based artist, Yogendra Sethi and jewellery designer, Surbhi Pandya, the label turns watercolour paintings by Sethi into a mélange of tourmalines, natural diamonds, and sapphires.



Garden of Earthly Delights

It's impossible to outshine Mother Nature, but botanical treasures, abloom with dazzling gems and precious metals, are a stylish way to sparkle



FOUR SEASONS

MAGAZINE

FASHION

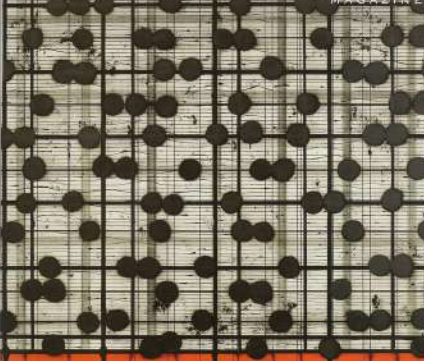
Produced by Ise White | Photography by Adam Savitch

Rendezvous *in the Park*

Enjoy Champagne and a picnic en plein air, an examination of nature at its finest, and the thrill of the breeze in your hair as your day winds down and you head for the road in your Aston Martin.

ISSUE FOUR 2009 | FOUR SEASONS MAGAZINE

FOUR SEASONS
MAGAZINE



ISSUE FOUR 2009 • Oscar de la Renta • The Arts of Dublin • Champagne • Custom Tailoring, Shoes and More

FOUR SEASONS

MAGAZINE

left:

HOLLY GOLIGHTLY
Suit by **Dior**; Chateau
Chapeau hat available at
The Hat Shop; amethyst,
emerald and diamond ring
by **Bulgari**; pink sapphire
bracelet by **Verdura**; pearl cuff
by **Ella Gafter**; compact by
Estée Lauder; lipstick
by **Chanel**

right:

TREASURE HUNT

from top: Yellow diamond
bracelet by **Graff**; bird ring by
Van Cleef & Arpels; diamond
and emerald necklace by
Yogendra Sethi; diamond
bracelet by **Harry Winston**;
diamond bracelet with tassel by
Van Cleef & Arpels; diamond
rose cuff with ruby centre by
Kwiat; aquamarine and
diamond ring by **Verdura**.

following pages:

COUNTRY DRIVE

On her: Pink silk tulle dress with
gold embellished top by **Ralph
Lauren**; stockings by **Wolford**;
shoes by **Miu Miu**; bracelets
(top to bottom) by **Yogendra
Sethi**, **Bulgari** and **Judith Ripka**;
pearls by **Ella Gafter**; white
gold ring by **De Grisogono**;
gold ring by **Judith Ripka**; pink
ostrich bag by **Lautrec Paris**.
On him: Suit and shirt by **Tom
Ford**; watch by **Harry Winston**;
bag **Niki Lauda No. 12** by
Caracalla Bagaglio; Navy blue
luggage by **Bottega Veneta**;
brown luggage by **Louis Vuitton**.
Car by **Aston Martin**.

Executive Producer:

Susan Weissman

Fashion Editor and Producer:

Ise White

Photographer: **Adam Savitch**

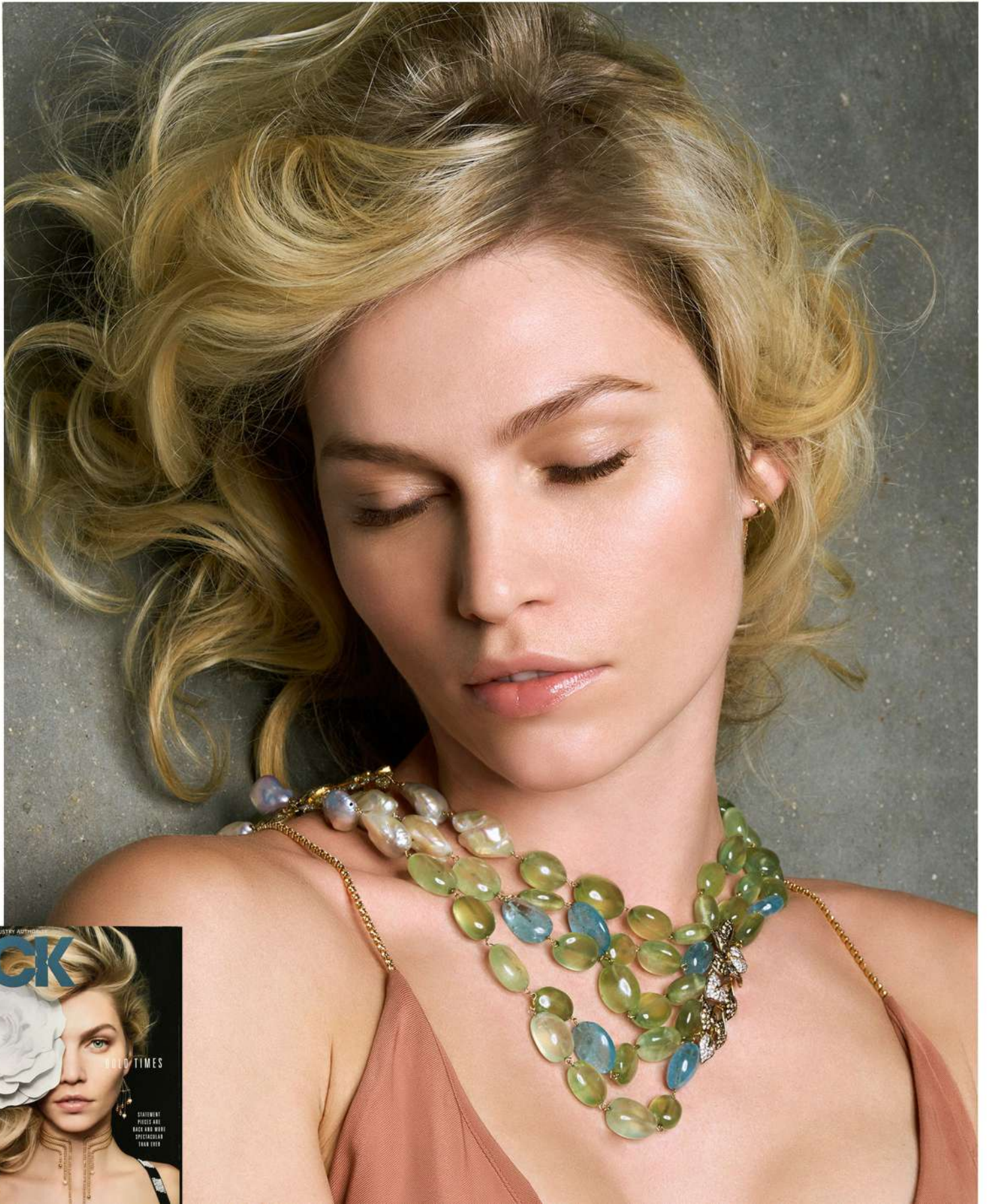
Models: **Nicholas Devere-Job**



FOUR SEASONS
MAGAZINE

Necklace with prehnite
tumble beads, aquamarine,
pearls, and natural fancy
colored diamonds in 18k
yellow gold, \$58,300.
Vivaan, 212-302-0402,
vivaan.us; jade and green
tourmaline ivy earrings in
18k yellow gold, \$29,400.
Erica Courtney, 323-938-
2373, ericacourtney.com

HAIR: FRED VAN DE BUNT/ART DEPARTMENT MAKEUP: BEYONA HARRIS, STYLIST
VLADIMIR PERIC, LUCIE MARCQ/URET PACHEL, THAI LEUNG/CELESTIC MAC
NAILCART © ADRIAN/ARTISTS BY TARIKH/PRANO, PROP STYLIST WLODARSKI
ELIZABETH PRESS, PINK DRAPE/ DRESS: BALMAIN/STYLING: COMA PREVIOUS
PAGE/BEADED CHIFFON DRESS: CUSHINE ET OCHS/KUSHNETSOVS.COM



Celebrity Wedding



Bachelor in Paradise stars
Krystal and Chris on their wedding.
Kristal looks beautiful in VIVAAN
Aquamarine and Diamond Earrings

NETFLIX

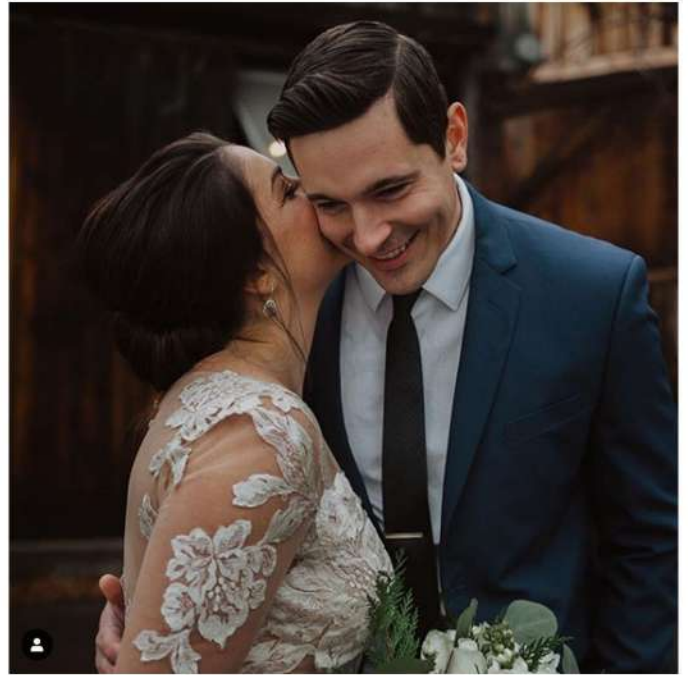


Jessis Journals

April 2019



VIVAAN Rosecut Slice Diamond Earrings featured in Jessisjournals



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MAY 2018 / JCKONLINE.COM

BUY, BUY, BABY

5 JEWELS THAT TOP SHOWGOERS' JCK SHOPPING LISTS (HINT: GO GREEN)

IT'S A MALL WORLD

INSIDE AMERICA'S MOST SUCCESSFUL SUPERCENTERS: AN ONGOING SERIES

FASHION GLOW

OUR ANNUAL STYLE HOMAGE TO ALL THE JEWELS FIT TO PRINT, FROM THE RUNWAY TO THE RED CARPET



O

THE OPRAH
MAGAZINE

LIVE YOUR BEST LIFE

100 Things That Are (ACTUALLY) Getting Better

Prepare to
Be Delighted,
Inspired, and
Very Relieved

COMING INTO YOUR OWN

And How to Look Gorgeous
When You Get There

STAY AWAY FROM THE WOMEN

The 5 Kinds of "Friends"
That Bring You Down

DON'T CHANGE YOUR BODY CHANGE YOUR JEANS

Find Your Dream
PAC



FEBRUARY 2010 \$4.5



In Bloom

*Brooch of colored diamonds and pink tourmaline,
and colored diamond ring in white gold by
Yogendra Sethi for A.R.T.,
all from A.R.T.*



VIVAAN

Every Single Moment is Beautiful



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