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WHILE YOU'RE AT LUXURY, check out the show's curated pavilions: Greek Jewels is a small but mighty assembly of brands such as the Byzantine-inspired Dimitrios Exclusive and the gold-strewn Samoli. Design@Luxury features artists known for handcrafted, high-end pieces: Alishan, Jennifer Dawes Design, and Just Jules, to name a few. And luxury fashion jewels rule at Prestige, home to such names as Evanueva (where you'll find beaded necklaces in every gem imaginable), Fope (those how-did-they-do-that stretchy high-karat gold bracelets), and Lauren K (gorgeous, supersaturated colored gemstone styles). —MRB

his first stop: "Since Luxury opened early, we've been trying to get all our Luxury work done during that [early opening] so we have the rest of the time to do JCK, and look at tools, and our IJO vendors."

Before Solomon and his team head to the show, which he plans to approach systematically, from "the left side of the show—aisle A," the retailer will do what he always does: crunch the inventory and sales numbers. "In preparation for buying, I'll run an analysis of inventory last year at this time and come up with a calculation of what would be the open-to-buy from my vendors." Buying for his business, he says, "is a math equation to some degree."



SUSAN EISEN
Owner / *Susan Eisen Fine Jewelry & Watches* / El Paso and Austin, Texas

When reminiscing about JCK Las Vegas' first Sands era, Susan Eisen, whose namesake fine jewelry business has two Texas locations, in El Paso and Austin, remembers the scores of private parties that took place back in the day. "Almost every night we were invited to a private party by a vendor in a nice restaurant," she recalls.

Eisen has been attending JCK Las Vegas since it debuted in 1992, and this year she'll be eyeing collections from new designers, along with supplies and tools. "You can't ever get too many tools," she says, explaining, "I was a bench jeweler and developed a very big respect for tools. I like to look at the displays, see what's for sale, and how the booths are set up. I get ideas for my store sometimes!"

The jeweler also plans to attend a GIA seminar or two and check in at the GIA booth. "I love going to talk to them and also some of the insurance people, too. There's a wealth of things to do and learn at JCK."

Eisen says she's delighted with the move back to the Sands because she personally loves to stay at the Sands-adjacent Venetian Resort. But there's one element she says she'd like the show team to carry over from its

Mandalay Bay days: the attendants in the hallways holding the "Ask Me Anything" signs: "They are very beneficial to us retailers." Don't worry, Susan—they'll be there!



BILL FARMER
Owner / *Farmer's Jewelry* / Lexington, Ky.

"Going back to where we started will have an air of

THE ESSENTIALS & TECH PAVILION—located on level 1 between the Hong Kong and (new) Global Gemstone neighborhoods—houses about 175 companies. Here you'll find everything from displays to lighting, from CAD/CAM software to 3D printers, from microscopes to laser engravers, and more. You can even grab something as simple as jewelry packaging. —MRB

