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Tommy Hilfiger's sales leap, page 3. ◀



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Miley Cyrus helped Wal-Mart celebrate a big year, page 3.



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WWD MONDAY

Accessories/Innerwear/Legwear

Check In

Stella McCartney played with shape and volume for resort, creating silhouettes with a distinctive appeal. Here, her little checked minidress, fastened by snaps, with the freshness of a picnic in the country. For more on the season, see pages 6 to 8.

Jewelry's New Mind-set: Buying for Celebration Rather Than Indulgence

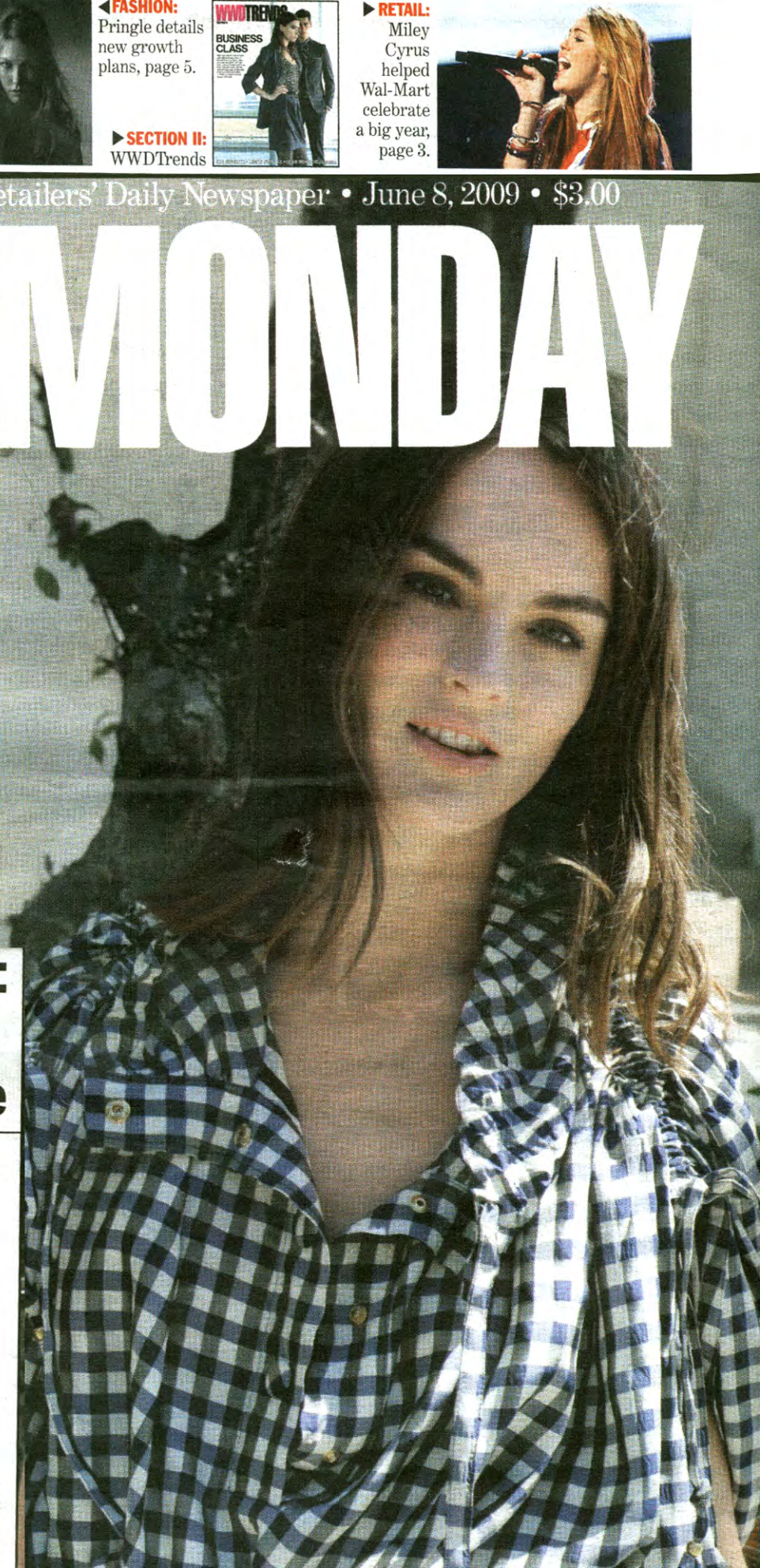
By Sophia Chabbott

LAS VEGAS — The paradigms are shifting in the fine jewelry sector.

Out is the indulging self-purchasing consumer looking to drape herself in gold, diamond and gemstone jewelry for fashion's sake. In is a new era of purchasing from the heart: birthdays, anniversaries, graduations and the like.

Jewelry brands are banking on special occasion purchasing to keep them afloat in these rocky times. Mother's Day marked a turn for the better for jewelry sales that have, like other luxury categories, taken a beating since the stock market tanked last fall. Retailers and company executives were pleased, if a bit surprised, at the uptick in sales starting in mid-April.

See **Jewelers**, Page 10



Accessories Report

Jewelers Adapt to New Priorities



Sasha Primak's earrings.

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The new mood was on full display at the jewelry trade shows here, including Couture at the Wynn resort from May 28 to June 2 and JCK, which took place at the Sands Expo & Convention Center from May 30 to June 3. The shows proved quieter than in years past, with fewer exhibitors and retailers, but orders were placed and executives predicted a better holiday than last year's dismal season.

But jewelers and retailers appear to have learned their lesson, offering lower-priced collections; injecting more bang for the buck, and adding more casual pieces.

"We're very cognizant of where the consumer is spending for themselves for a gift," said John Green, president and chief executive officer of Lux, Bond & Green, the 111-year-old retailer with eight locations on the East Coast, who is investing the stores' buy more into silver. "Luxury is a tough word. Celebration is a great word."

Jim Rosenheim, ceo of Tiny Jewel Box in Washington, D.C., said, "What we're seeing is people buying for occasions, not retail therapy."

Cody Kondo, Saks Fifth Avenue's group senior vice president and general merchandise manager of fashion and fine

Brands well-versed in the high end diversified their assortments to include more affordable and casual pieces. Sasha Primak, known for its weighty diamond eternity rings, launched a charm line with micro pavé diamond details. Primak's lines typically start at \$50,000 at retail, but the new collection starts at a modest \$1,000.

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“Jewelers Adapt to New Priorities”

This article shed light onto how the jewelry industry is adapting to the current world economy by producing with less expensive materials and creating new designs geared towards meeting lower price-points, yet without sacrificing fashion. A great example is the pair of Sasha Primak earrings featured that are made with black diamonds and pave-set diamonds, helping to keep the costs down but the style high.

