

THE LIST



THE 50 MOST VISIBLE JEWELRY BRANDS OF 2012

IF the 2000s could be dubbed The Information Age, perhaps the 2010s will come to be known as The Integration Age.

It's no longer enough for companies to tell customers what they sell through the one-way medium of traditional advertising. Now they've got to interact with them, answer questions and encourage discussion. At the same time, each brand has to stay in the public eye through celebrity appearances and editorial coverage, all while maintaining a website that matches the quality of the product itself and utilizes the latest technologies. Everything has to work together in streamlined, coordinated fashion.

No pressure, right? For consumers, the benefits have never been greater: We get to learn more about the product and the company behind it than ever. We're incredibly educated before we ever darken the door of a jewelry store. The great news for jewelry brands is the flip side of the coin, which means more avenues to engage and connect with the buying public.

This year, for the first time, those avenues have finally made it into INDESIGN's Visibility Index. In addition to measuring brand visibility by the last 12 months of consumer print advertising, we've included editorial placement in major magazines, unique website visitors and Facebook presence. (How's that for integration?) While print advertising continues to garner the most consumer views, there can be no doubt that online initiatives have grown to be a necessary component of any truly strong brand campaign.

No system of measurement can claim to know exactly how many people have encountered a brand, much less where, when, and to what degree. But, we think we've come as close as is possible with the technology and research available today. We hope you enjoy this year's look at jewelry's most visible brands!

STORY BY
TRACE
SHELTON

Trollbeads
Tiffany
HEARTS
DAVID WEBB
DAVID ON
FIRE
BEN AMUN
FOREVERMARK
Dior Fine Jewelry
YURMAN
giles & brooker
david
BULGARI
VERDURA
Eddie Borgo
ippolita
Tom Binns
Bellarri
CHOPARD
KENNETH
JAY
LANE
MARCO BICEGO
Jennifer Fishers
SCOTT
Zertaine KAY
Schwartz
A. JAFFE
TACORI
PANDORA
Silpada Designs
LORÉE Chrome Hearts
KSSAEL
ROBIN
ROBIN
Roberto LeVian
Coin
HARRY WINSTON
PALLADIUM
ALLIANCE INTERNATIONAL
H. STERN
FRED LEIGHTON
World Gold Council
ALEXIS
BITTAR
JOHN HARDY
De Beers
Solange Azagury-Partridge
MISTY CAMPBELL
LAURENZA
SWAROVSKI
MICHAEL M. RITANI
Janis by Janis Savitt
VHERNIER

1. TIFFANY

visibility index: **1,590.57**
 advertising: 1,129.06
 editorial: 285.09
 website: 91.76
 facebook: 84.66

2. PANDORA

visibility index: **1,316.26**
 advertising: 1,231.14
 editorial: 6.63
 website: 32.77
 facebook: 45.71

3. HEARTS ON FIRE

visibility index: **1,188.34**
 advertising: 1,176.05
 editorial: 6.63
 website: 3.27
 facebook: 2.39

HATERS HATE, while innovators innovate. That's why, just 16 years from its inception, Hearts On Fire boasts unmatched public awareness and appeal in its segment. Hearts On Fire has never been content to simply tout the qual-

ity of its product; rather, the brand has developed a powerful slogan and marketing campaign while engaging and training retail owners and salespeople at its pioneering Hearts On Fire University. In 2012, Hearts On Fire continues to dominate top-of-mind awareness in the category through print advertising while making strong forays into online marketing.

"We are constantly trying new things and rethinking the norms — whether it is our approach to print advertising, how our story is told at retail, or how we use the new digital platforms of Pinterest, Facebook, Instagram and Vimeo to engage and educate consumers," says Caryl Capeci, VP of marketing. Along these lines, a revamped website launches in late September that will provide new features and more robust content for the consumer.

And while the brand's core customer will always be the bridal and anniversary buyer, Hearts On Fire's publicity efforts have aimed to build demand for its fashion-oriented pieces in yellow gold. "Many people think of Hearts On



► Hearts on Fire earrings grace this cover model for the July 2011 issue of Brides magazine.

“We use brand ambassadors who are influencers in the fashion community”

Fire as a bridal or diamond company and are surprised to see the wide selection of fashion designs we offer, especially the high-end couture pieces like cuffs and rings with 3-carat-plus center diamonds,” Capeci says.

This year's advertising effort is two-pronged. One campaign, tagged with the brand's retail partners, showcases product (a mix of engagement rings and classic designs). The second campaign, running heavily in major women's fashion and lifestyle magazines, is a joint venture partnership with Hearst Publishing featuring brand ambassadors Janie Bryant (head costume designer for the TV show MAD MEN) and Tara Subkoff (actor and designer of the jewelry line Imitation of Christ). "We use brand ambassadors who are influencers in the fashion community, and they share their views on Hearts On Fire," Capeci explains. "The jewelry is photographed in a big, bold way to feel more like editorial. This partnership with Hearst and the ambassadors provides us with great web content and offline PR opportunities as well."



4. CARTIER

visibility index: **1,167.43**
 advertising: 725.42
 editorial: 401.12
 website: 11.80
 facebook: 29.10

5. DAVID YURMAN

visibility index: **1,008.16**
 advertising: 690.15
 editorial: 301.67
 website: 11.81
 facebook: 4.54

6. TACORI

visibility index: **1,002.08**
 advertising: 926.60
 editorial: 46.41
 website: 7.53
 facebook: 21.54

7. FOREVERMARK

visibility index: **812.44**
advertising: 807.10
editorial: 3.32
website: 0.41
facebook: 1.61

LESS THAN a year removed from its introduction stateside, Forevermark is already making major waves at the retail level.

The diamond brand departs from others before it by offering the promise that each diamond inscribed with the Forevermark icon and unique identification number has been responsibly sourced — a point of paramount importance to socially-conscious consumers. And because the brand is backed by the dominant force in the diamond industry and one of the most recognized names among American consumers — De Beers — its connections, resources and credibility have American retailers as excited about its brand potential as any launch in recent memory.

Adelaide Polk-Bauman, Forevermark's public relations manager, says that the company's marketing and publicity efforts each highlight different aspects of the Forevermark promise. "Print is an effective platform to show-

“
We choose to live in premium environments, especially in these early years.”

case the beauty of a Forevermark diamond, and we have stunning creative that really highlights its beauty and our unique inscription," Polk-Bauman says. "Editorial is often a great channel to communicate the responsible sourcing message, because it provides the space to go into detail about the benefits diamond

▶ The story of the Forevermark Promise — that each diamond has been responsibly sourced — is told throughout all media.

revenues bring to countries such as Botswana, or the rigorous business, social and environmental standards that each partner along the pipeline has to meet in order to become a Forevermark diamantaire or jeweler.”

High-end magazines and websites that offer credibility are the advertising vehicle of choice because the brand is so new, says Polk-Bauman. “We are a premium brand, and therefore we choose to live in premium environments, especially in these early years. We select placements that align with our consumers’ passion points and act as a resource they rely on for information and advice. Additionally, these placements help us build awareness because of their extensive reach. We complement these types of placements with incredibly effective, efficient targeting technologies online that

allow us to purchase individual users, rather than the websites they visit.”

And there’s big news for the fall: Forevermark will introduce its first product concept, “The Center of My Universe.” The product features Forevermark diamonds in a pavé setting across all piece types, including diamond engagement rings, says Polk-Bauman. “The concept celebrates the woman at the center of a man’s life,” she says. The new advertising campaign launches in October and will include new print creative, a video summarizing the concept, and a cinema co-op program with the brand’s retailers.

8. SILPADA DESIGNS

visibility index: **719.42**
advertising: 695.60
editorial: 0

website: 19.08
facebook: 4.74

9. TROLLBEADS

visibility index: **705.68**
advertising: 702.71
editorial: 0
website: 1.05
facebook: 1.92

10. LE VIAN

visibility index: **602.20**
advertising: 580.28
editorial: 19.89
website: 1.09
facebook: 0.95

11. ROBERTO COIN

visibility index: **443.46**
advertising: 336.93
editorial: 106.08
website: 0.28
facebook: 0.18

12. HARRY WINSTON

visibility index: **411.41**
advertising: 155.14
editorial: 251.94
website: 1.83
facebook: 2.50

13. BULGARI

visibility index: **404.12**
advertising: 132.81
editorial: 232.05
website: 4.29
facebook: 34.96

14. PALLADIUM ALLIANCE INTERNATIONAL

visibility index: **401.55**
advertising: 399.44
editorial: 0
website: 0.39
facebook: 1.72

ALTHOUGH PALLADIUM has been used as a precious metal in jewelry since 1939, it was pri-

I've experienced heavy things, but I've realized it just wasn't for me. That's why I prefer jewelry made from palladium, the light, naturally white and sensitive precious metal. My heavy metal days are over. I've lived and learned. I guess now you can say I have a pretty charmed life.

Rose McGowan

I'M SO OVER
HEAVY METAL


PALLADIUM™
TOUGH. SEXY. SENSITIVE.

ImSoOverHeavyMetal.com

marily used to make white gold until the recent spike in gold and platinum prices. Today, Palladium Alliance International (PAI) is capitalizing on the metal's light weight and lower cost to drive consumer interest in palladium jewelry.

"It's naturally white, durable and hypoallergenic, but its light weight is the most compelling and unique attribute," says Ellen Fruchtmann, president of Fruchtmann Marketing, which handles marketing for PAI. "For designers, this characteristic affords them the opportunity to create big and bold pieces that are extremely comfortable to wear."

The creative approach to the ad campaign is both catchy and

compelling. Says Fruchtmann: "We took the most distinctive attribute (being lightweight), turned what potentially could be considered a negative (consumers can equate weight with value) into a positive, confronted that head-on with the headline 'I'm So Over Heavy Metal,' and included celebrities that had an association with 'heavy metal' rock 'n' roll."

The campaign immediately distinguished the palladium ads from the more traditional product-driven ads used by other precious metal promoters. And, the use of the celebrities gave PAI editorial placement opportunities. "The campaign itself was also parlayed into social media with celebrity tweets, celebrity 'favorites,' and red-carpet appearances. It crossed all platforms as any great campaign should," says Fruchtmann.

While PAI's consumer-based marketing efforts utilize a traditional web URL (www.imsooverheavymetal.com), it directs traffic directly to the group's Facebook page. Once there, consumers have the ability to browse custom pages built around the campaign, as well as products and educa-

tion. Since advertising efforts began last September, Palladium Alliance went from zero Facebook fans to more than 57,000.

"The number of retailers requesting, along with designers now working in the metal, has increased tenfold since we began the campaign last fall," Fruchtmann says. "To go from a virtual unknown one year ago to our current position is extraordinary. This speaks in volume to consumer and industry wants and demand."

15. DIOR FINE JEWELRY

visibility index: **385.04**
advertising: 33.55
editorial: 62.99
website: 6.58
facebook: 281.92

16. SIMON G

visibility index: **372.17**
advertising: 326.26
editorial: 36.47
website: 1.56
facebook: 7.88

17. VAN CLEEF & ARPELS

visibility index: **364.47**
advertising: 95.72
editorial: 265.20
website: 0.05
facebook: 3.51

18. IPPOLITA

visibility index: **288.10**
advertising: 209.79
editorial: 76.25
website: 1.32
facebook: 0.75

19. EDDIE BORGIO

visibility index: **275.18**
advertising: 0
editorial: 275.15
website: 0.03
facebook: 0

20. ALEXIS BITTAR

visibility index: **246.33**
advertising: 0
editorial: 245.31
website: 0.76
facebook: 0.26

21. VERDURA

visibility index: **192.80**
advertising: 13.68
editorial: 179.01
website: 0.08
facebook: 0.03

22. H. STERN

visibility index: **177.73**
advertising: 91.03
editorial: 86.19
website: 0.24
facebook: 0.28

23. DE BEERS

visibility index: **174.76**
advertising: 32.25
editorial: 139.23
website: 2.67
facebook: 0.61

24. JOHN HARDY

visibility index: **166.61**
advertising: 80.28
editorial: 82.88
website: 1.43
facebook: 2.02

“

Since advertising began last September, Palladium Alliance went from zero Facebook fans to more than 57,000.”



Within each category of measurement (print advertising, editorial placements, website visitors, and Facebook), the total number of calculated impressions for each brand was divided by 100,000 in order to generate an index figure. The index figures were then added together to generate a total visibility score.

PRINT ADVERTISING

Based on total advertising pages purchased in national consumer magazines between July 2011 and June 2012, as reported by Kantar Media on behalf of Magazine Publishers of America. The number of pages purchased by each brand was multiplied by the circulation of each magazine to generate a number of impressions created by each brand.

EDITORIAL PLACEMENTS

Based on editorial mentions in the following magazines from July 2011 through June 2012: BRIDES, ELLE, HARPER'S BAZAAR, INSTYLE, TOWN & COUNTRY, VOGUE and W. The number of mentions was multiplied by the average circulation of these seven magazines, then divided by two in order to account for size.

WEBSITE VISITORS

Based on total unique visitors reported over the 12-month period from June 2011 through May 2012 by www.compete.com.

FACEBOOK

As measured on July 30, 2012, for each brand, the total "Likes" (or "fans") were multiplied by three and the total "Talking About" number was multiplied by 12, then those two figures were added together. (This formula was based on the conclusion that the average casual fan may encounter the brand 25 percent as often as the most engaged fans who "talk about" it.)

25. SWAROVSKI

visibility index: 157.06
 advertising: 31.96
 editorial: 79.56
 website: 26.25
 facebook: 19.29

AFFORDABLE and breathtaking, Swarovski jewelry is anything but ordinary — which is why the brand is so popular as a choice for fashion editors looking to show their readers something that “pops” at a price they can afford. And it’s that penchant for innovation that has made the firm successful for more than a century.

“Swarovski is always on the forefront of both fashion and technology,” says Yelena Leshchinsky, global head of communication



and social media for Swarovski’s consumer goods business. “The company has always placed an emphasis on developing new technologies to create products that no one else can offer.”

Not only are the products unique, but so are the prices. That’s part of the company mission to “add sparkle to people’s everyday lives,” Leshchinsky says. “The goal is to make consumers aware that the brand has a broad range of fashionable jewelry that suits all contexts and personal styles, and at a range of price points to address many lifestyles.”

The branding strategy in print means premium positioning in magazines combined with a spotlight on key jewelry pieces from Swarovski’s collections. And this fall, Swarovski introduces its very first “face of the brand”: Berenice Marlohe, the French actress who stars in the upcoming James Bond film, *Skyfall*.

Other visibility vehicles used by the brand include editorial placements that showcase the inspiration behind recent collections, a website featuring a full global assortment of Swarovski products in an online shop, and social media efforts that “provide an approachable touch point to consumers, where they can embrace the brand and engage on a more emotional level,” Leshchinsky says. This month, the company will release a mobile app based on augmented reality software that allows users to virtually “try on” Swarovski jewelry.

26. JENNIFER FISHER

visibility index: 153.04
 advertising: 0
 editorial: 152.49
 website: 0.34
 facebook: 0.21

27. SOLANGE AZAGURY-PARTRIDGE

visibility index: 145.99
 advertising: 0
 editorial: 145.86
 website: 0.06
 facebook: 0.07





IN YOUR FACE

VERRAGIO GOES ALL-IN ON SOCIAL MEDIA



WELVE YEARS of advertising in consumer magazines wasn't necessarily a bad thing, says Barry Verragio. It's just that Facebook was better.

"The magazines worked to an extent, but we saw we could both reach and communicate with our audience through social media," Verragio says. "We were advertising in *Cosmopolitan*, which had a circulation of three million, but the flip-through rate was very brief. On the other hand, once we have a 'fan' on Facebook, they're engaged for as long as they choose to be a fan." As a result, Verragio stopped all print advertising and now spends \$5 million a year on online marketing, resulting in audience engagement that's unmatched by any other bridal brand and a Facebook following that trails only Tiffany for jewelry-only brands.

"We have just over half as many Facebook 'fans' as Tiffany, but we have more people 'talking about' us,"

Verragio says. The secret? More engaging posts (a method discovered through much trial and error). "We post only product shots of custom rings or new collections. We found they generate far more discussion than celebrity shots or random stock pieces," he says.

The brand conducts periodic sweepstakes, which Verragio considers to be the best market research there is. "We'll post a few pieces from a new collection and ask fans to 'like' the piece they would want to win. We offer a sweepstakes drawing that our fans can win, but more important, we find out which piece is most popular," he says. "We get up to 30,000 votes and discover our top 15-20 pieces that will sell."

Pinterest, Verragio says, is actually a more effective social medium than Facebook. In May, Verragio introduced a new collection, and within three weeks there had been 40,000 re-pins on Pinterest. "We didn't ask customers to pin those images — they did it on their own."

Finally, Verragio hasn't skimped on any of its online presence, and has also developed a mobile site with a "product slider" function matched only by Tiffany. "Mobile is one of the fastest-growing ways that people connect to the Web," Verragio says. "You can't build one tool to connect with customers without backing it up with everything else."

“We get up to 30,000 votes and discover our top 15-20 pieces that will sell.”

—BARRY VERRAGIO

28. CHOPARD

visibility index: **139.46**
 advertising: 62.06
 editorial: 69.62
 website: 0.67
 facebook: 7.12

29. KENNETH JAY LANE

visibility index: **139.39**
 advertising: 0
 editorial: 139.23
 website: 0.07
 facebook: 0.09

30. BEN AMUN

Visibility Index: **139.37**
 Advertising: 0
 Editorial: 139.23
 Website: 0.11
 Facebook: 0.03

31. DAVID WEBB

visibility index: **136.02**
 advertising: 0
 editorial: 135.92
 website: 0.07
 facebook: 0.04

32. FRED LEIGHTON

visibility index: **135.98**
 advertising: 0
 editorial: 135.92
 website: 0.04
 facebook: 0.03

33. WORLD GOLD COUNCIL

visibility index: **131.63**
 advertising: 129.51
 editorial: 0
 website: 1.24
 facebook: 0.88

34. GILES & BROTHER

visibility index: **126.29**
 advertising: 0
 editorial: 125.97
 website: 0.21
 facebook: 0.12

35. POMELLATO

visibility index: **124.12**
 advertising: 17.86
 editorial: 106.08
 website: 0.06
 facebook: 0.12

36. SHAUN LEANE

visibility index: **122.73**
 advertising: 0
 editorial: 122.66
 website: 0
 facebook: 0.07

37. LOREE RODKIN

visibility index: **118.76**
 advertising: 49.05
 editorial: 69.62
 website: 0.07
 facebook: 0.02

38. CHROME HEARTS

visibility index: **113.62**
 advertising: 0
 editorial: 112.71
 website: 0.29
 facebook: 0.62

39. ASSAEL

visibility index: **113.60**
 advertising: 110.27
 editorial: 3.32
 website: 0.02
 facebook: 0

40. LORRAINE SCHWARTZ

visibility index: **113.19**
 advertising: 0
 editorial: 112.71
 website: 0.05
 facebook: 0.43

41. MARCO BICEGO

visibility index: **111.02**
 advertising: 77.61
 editorial: 33.15
 website: 0.17
 facebook: 0.08

42. SCOTT KAY

visibility index: **108.67**
 advertising: 51.48
 editorial: 56.36
 website: 0.76
 facebook: 0.08

43. BELLARRI

visibility index: **108.41**
 advertising: 108.35
 editorial: 0
 website: 0.05
 facebook: 0

44. TOM BINNS

visibility index: **106.31**
 advertising: 0
 editorial: 106.08
 website: 0.10
 facebook: 0.12

45. RITANI

visibility index: **106.29**
 advertising: 74.77
 editorial: 6.63
 website: 1.36
 facebook: 23.54

46. MATTHEW CAMPBELL LAURENZA

visibility index: **104.93**
 advertising: 26.30
 editorial: 76.25
 website: 0.06
 facebook: 2.33

47. MICHAEL M.

visibility index: **103.89**
 advertising: 99.13
 editorial: 3.32
 website: 0.19
 facebook: 1.125

JUST FOUR YEARS AGO, Michael Meksian launched a line of modern bridal jewelry called Michael M. Today, the collection can be found in more than 100 retail stores nationwide and seen featured editorially in numer-



ous fashion and bridal consumer magazines.

The secret, says CEO Peter Meksian, is a melding of influences and inspirations that connect with today's aspiring young consumers. "Michael M. is an homage to the past with a nod to modern thinking. It's authentic and luxurious. It's trips to Bali, vintage cars and caviar," Meksian says.

Of course, it's one thing to say it, but it's another thing for the product to reflect it. That's where the expertise of Michael M.'s Los Angeles-based craftspeople come in. "As a young company, we also see the need for strict regulation and the ethical sourcing of all goods. It is important for us to communicate this to our consumer," Meksian says.

“Michael M. is authentic and luxurious. It's trips to Bali, vintage cars and caviar.”

sian says. "A Michael M. ring features a higher diamonds-to-metal ratio than a typical engagement ring and includes a lifetime warranty, and with that, a commitment to quality and design."

The advertising campaign highlights the product while also tying it subtly to symbols of love and optimism, like a flower or a balloon. And, the brand's colors are emphasized throughout. "Our

ads are about celebration, as well as showcasing the product and craftsmanship," Meksian says. "We created a print campaign a woman would tear out of the magazine and take to the store."

This year, Michael M. launched a new line, called The M. Collection, targeting budget customers. "It features daintier versions of our signature styles and was designed with price point in mind," Meksian says. The Michael M. Sapphire Collection, featuring raw sapphire fashion jewelry and starting at \$300, was also rolled out. Says Meksian: "Our target has changed to someone younger than the Dreaming in Color Collection customer, where the price point begins at \$15,000."

48. JANIS BY JANIS SAVITT

visibility index: **102.80**
 advertising: 0
 editorial: 102.77
 website: 0
 facebook: 0.03

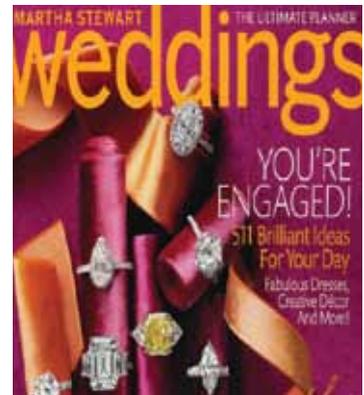
49. VHERNIER

visibility index: **102.78**
 advertising: 0
 editorial: 102.77
 website: 0
 facebook: 0.02

50. A. JAFFE

visibility index: **95.86**
 advertising: 78.30
 editorial: 16.58
 website: 0.42
 facebook: 0.56

PUT two of America's most visible jewelry brands together, and you've got a combination to make other brands tremble. Three, and even the strongest competitor



might quail in despair. A. Jaffe has accomplished just that. The bridal designer will soon release two collections starring Forevermark diamonds (the No. 7-ranked brand on our index), and another featuring palladium (promoted by Palladium Alliance International, our No. 14-ranked brand).

“We will be launching a private label Forevermark line that focuses on value, and a trademarked collection called ‘Light of my Life’ that will focus on yellow diamonds surrounding a Forevermark center diamond,” says A.

“One of the country’s oldest brands is at the leading edge in creating powerful partnerships.”

Jaffe chairman Sam Sandberg. And like other recognized luxury brands, A. Jaffe will be creating a diffusion ‘palladium only’ line

called ‘Pure Brilliance’ this fall for a large department store chain.

It’s no surprise that one of the country’s oldest and most respected jewelry brands, celebrating 120 years in business, would be at the leading edge in creating powerful partnerships. A. Jaffe has long been known for innovation — from its signature square shank that provides comfort and centers the diamond in its optimal upright position, to its nickel-free 18K white gold that never turns yellow, to the lifetime warranty that has endured for 12 decades.

The current A. Jaffe advertising campaign, featuring models and rings in black and white, will soon add color, says Sandberg. Web banners are featured on retailer websites as the prime luxury brand, as well as on other popular wedding sites like theknot.com.

The brand’s Facebook following, while still in its infancy, boasts a 25 percent engagement ratio (Total people “Talking About” divided by total “Likes”), among the highest in the industry. “We are now focusing our energies towards a more integrated marketing message by marrying our below-the-line efforts with our media, social and web strategies. We have achieved significant growth in the number of engaging fans in the last three months,” Sandberg says. “We are also active on Twitter, Pinterest, Google Plus, and have our own A. Jaffe blog.”



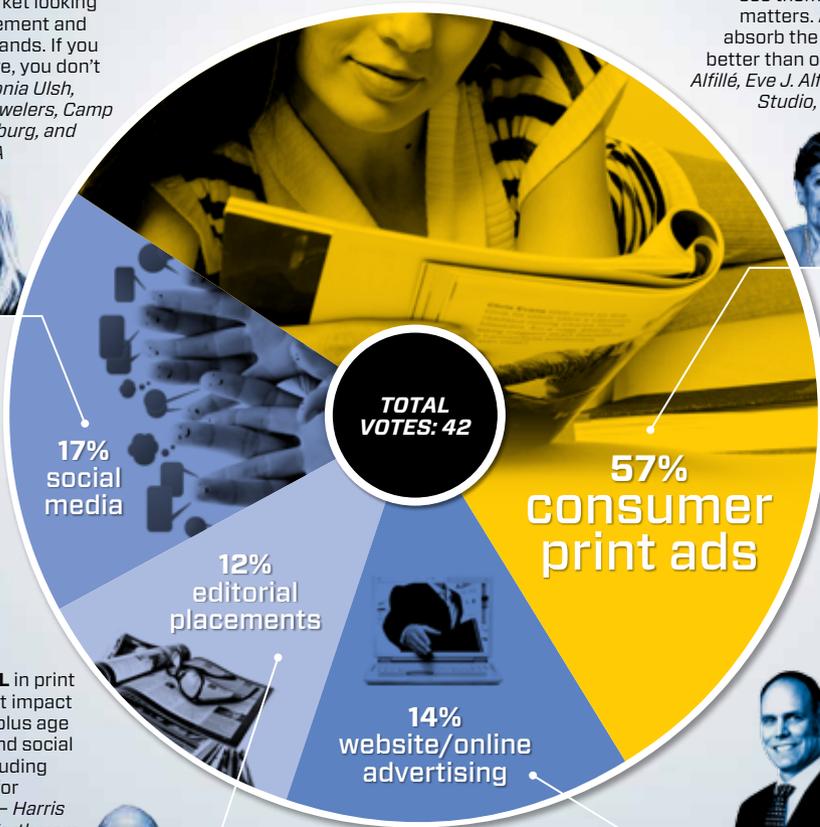
RETAILERS WEIGH IN

INDESIGN's America's Finest Jewelers panel was asked, "Which of these four factors do you think makes the biggest difference for jewelry brands in terms of public awareness?" Here are the results.

SOCIAL MEDIA is the best way to reach the target market looking for engagement and wedding bands. If you aren't there, you don't exist. — *Tonia Ulsh, Mountz Jewelers, Camp Hill, Harrisburg, and Carlisle, PA*



PRINT ADS — when you see them repeated, it matters. And you can absorb the lush photos better than online! — *Eve Alfillé, Eve J. Alfillé Gallery & Studio, Evanston, IL*



EDITORIAL in print has a great impact in the 40-plus age bracket, and social media including Pinterest for younger. — *Harris Botnick, Worthmore Jewelers, Atlanta and Decatur, GA*



Print ads work but sometimes limit the audience. Online **ONLINE ADS** and websites are the way of the future, considering Google and smartphones with Internet access. — *Scott Kelly, Jems Jewels & Gold, North Wales, PA*



THE NEXT **50**
THE NEXT 50 COMPANIES IN OUR VISIBILITY INDEX, RANKED IN ORDER.

- 51 — Tous
- 52 — Mark
- 53 — Anzie
- 54 — Monica Rich Kosann
- 55 — R.J. Graziano
- 56 — Judith Ripka
- 57 — Effy
- 58 — De Grisogono
- 59 — Stephen Russell
- 60 — Platinum Guild
- 61 — Triton
- 62 — Carlo Viani
- 63 — Irene Neuwirth
- 64 — Graff
- 65 — Carelle
- 66 — Coomi
- 67 — Vahan Jewelry
- 68 — Verragio
- 69 — Kwiat
- 70 — Stephen Webster
- 71 — Mark Davis
- 72 — Christopher Designs
- 73 — Rebecca
- 74 — Kameleon
- 75 — Joomi Lim
- 76 — Hidalgo
- 77 — Martin Flyer
- 78 — Alex Sepkus
- 79 — JB Star
- 80 — Maria Tash
- 81 — Anita Ko
- 82 — Pebble London
- 83 — Carrera y Carrera
- 84 — Gurhan
- 85 — Cordova
- 86 — Ivanka Trump
- 87 — Frey Wille
- 88 — Elizabeth Locke
- 89 — Todd Reed
- 90 — Wellendorff
- 91 — Honora
- 92 — Armenta
- 93 — Montblanc
- 94 — Artcarved
- 95 — Metalsmiths
- 96 — Jacob & Co.
- 97 — Antonini
- 98 — Piranesi
- 99 — Jude Frances
- 100 — Penny Preville

TOP 10 PRINT ADVERTISERS (by impressions)

1. Pandora ▶ 123,114,000
2. Hearts on Fire ▶ 117,605,000
3. Tiffany ▶ 112,906,000
4. Tacori ▶ 92,660,400
5. Forevermark ▶ 80,710,000
6. Cartier ▶ 72,541,840
7. Trollbeads ▶ 70,271,000
8. Silpada Designs ▶ 69,559,640
9. David Yurman ▶ 69,014,600
10. Le Vian ▶ 58,027,680

TOP 10 EDITORIAL PLACEMENTS (by impressions)

1. Cartier ▶ 40,112,000
2. David Yurman ▶ 30,167,000
3. Tiffany ▶ 28,509,000
4. Eddie Borgo ▶ 27,515,000
5. Van Cleef & Arpels ▶ 26,520,000
6. Harry Winston ▶ 25,194,000
7. Alexis Bittar ▶ 24,531,000
8. Bulgari ▶ 23,205,000
9. Verdura ▶ 17,901,000
10. Jennifer Fisher ▶ 15,249,000

TOP 10 UNIQUE WEBSITE VISITORS

1. Tiffany ▶ 9,176,265
2. Pandora ▶ 3,277,487
3. Swarovski ▶ 2,625,257
4. Silpada Designs ▶ 1,908,280
5. David Yurman ▶ 1,181,159
6. Cartier ▶ 1,180,172
7. Verragio ▶ 1,064,829
8. Tacori ▶ 752,593
9. Dior Fine Jewelry ▶ 658,436
10. Bulgari ▶ 429,113

TOP 10 FACEBOOK (fans x 3 plus talking about x 12)

1. Dior Fine Jewelry ▶ 28,192,044
2. Tiffany ▶ 8,466,021
3. Verragio ▶ 5,249,703
4. Pandora ▶ 4,571,070
5. Bulgari ▶ 3,496,431
6. Cartier ▶ 2,909,502
7. Ritani ▶ 2,353,737
8. Tacori ▶ 2,153,904
9. Swarovski ▶ 1,928,787
10. Tous ▶ 841,470