



### Ely and Mike's

#### Market Demand Tips:

-2 (1/4 to 3/4 pt.): *Very Strong*

-6.5 (1 to 2.2 pt.): *Very Strong*

+6.5 (2.5 to 7pt.): *Very Strong*

+11 (.08 to .17 pt.): *Very Strong*

1/5 (.18 to .22 pt.): *Very Strong*

1/4 (.23 to .29pt.): *Strong*

1/3 (.30 to .34 pt.): *Strong*

3/8 (.35 to .44 pt.): *Strong*

1/2 (.45 to .69 pt.): *Strong*

3/4 (.70 to .90 pt.): *Very Strong*

1 Carat: *Strong*

1 1/2 Carat: *Very Strong*

2 Carat: *Strong*

3 Carat: *Very Strong*

4 Carat and Up: *Very Strong*

Princess: *Steady*

Marquise: *Strong*

Oval: *Steady*

Heart: *Steady*

Pear: *Steady*

Fancy Colors: *Strong*

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## Jewelry Wholesalers are returning to the original way of manufacturing their own Jewelry instead of buying ready-made Jewelry

Lately, Jewelry wholesalers and retailers have faced huge challenges with buying ready-made jewelry. Some wholesalers and retailers have mentioned that some of the following problems have occurred:

1. They have had difficulty choosing the right diamond at the right price for their own specific market. They are forced to follow the dictated price and quality of ready-made jewelry available to them.
2. They are limited to specific styles and models that are available to everyone including their competition.
3. They hardly have any control of getting what they want, when they want it.
4. They have no control over the manufacturing process and at any time, the quality of the diamonds, labor, and/or price can be changed by

their suppliers. In short, they are at their supplier's mercy.

5. Who knows how accurate the weights of the diamonds in their settings are? Taking into consideration all of the above, wholesalers are seeing that not only will the final product cost them 20%-30% more, but they won't even have control over the type or quality of the products they get. Consequently, it also means that they end up buying the same Jewelry that everybody else gets, thereby creating unnecessary competition for themselves. Therefore what should wholesalers do? We offer the following suggestions:

1. Buy your loose diamonds from reliable sources who offer consistent quality and price for their goods.
2. Choose the right diamonds



- for your particular market.
3. Go through the trouble of designing your own jewelry and not settling for mass-produced designs.
4. Be the leader of your own business and don't let the manufacturer lead you in their direction.

### Important Recent Facts:

- ◆ De Beers is moving away from generic advertising which helped to support general market sales.
- ◆ Diamond supply and demand is being effected by hundreds of millions of new Chinese and Indian consumers.
- ◆ Because of booming oil and food prices, the weakening dollar and stock market, people with cash in hand have been investing in more jewelry and diamonds to protect the value of their money with today's global inflation.

**International Diamond Club, Inc.**

550 South Hill Street #1165, Los Angeles, Ca 90013

PH: (213)627-4911, (800)687-7073, Fax: (213)627-5692, Email: idcinc@sbcglobal.net

Please visit us at  
JCK Booth #2046  
upstairs in the  
Diamond Plaza