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August 27, 2014



Casual Couture Rocks Emmy Red Carpet

Debbie Yonick for AGTA

Fashions spied at the 66th Annual Primetime Emmy Awards® reflected a casual couture, dominated by comfortable, colorful dress and accessories. Orange was definitely the new black on the red carpet, as our favorite celebrities donned fluid gowns in shades like ginger, coral and crimson. Next to red-touched hues, hot whites and dreamy dark blues were top choices in dress for leading ladies. Necklines were mostly bare of adornment, with the focus on ears and fingers, as many dresses had a lot going on in beading, metallics, texture, and pattern. Signature earrings and rings were the top adornments with color gemstones comprising the most memorable looks of the night. Those wore bracelets opted for a signature cuff or thin bangles stacked, also gem-encrusted.

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September's Birthstone: Sapphire

Add More Color To Your Life - AGTA Member

Sapphire comes from the Greek word for blue, sappheiros, and this gem provides the most beautiful blues of the gem kingdom. The ancient Persians believed the earth rests on a giant sapphire. Its reflection, they said, made the sky blue. **MORE**

Emmys fashion: El Paso designer Susan Eisen's jewelry shines on red carpet

El Paso Times

El Paso had shiny and glamorous connections at the 66th Primetime Emmy Awards on Monday in Los Angeles. Jeweler Susan Eisen (AGTA Member) had four of her handcrafted pieces featured on the red carpet during the nationally televised awards show. Eisen said this is the first time any jeweler from El Paso was featured at the Emmys or any Hollywood award show. **MORE**

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New Nigerian Source of Blue Sapphire

GIA - AGTA Member

The recent arrival of high-quality blue sapphire from a new source in Africa has caused considerable excitement in the Bangkok marketplace. These gems, reportedly from the Mambilla Plateau in Nigeria's Taraba State, are available in large rough sizes, some as big as 100-300 ct. Like previously documented Nigerian material, these sapphires are mined from basalt-related secondary deposits. Yet the quality is significantly better than any seen to date from those sources. Initial indications suggest that this new deposit might provide a winning combination of size, high clarity, attractive color, and good crystal habit from a cutter's perspective. Indeed, one especially fine stone is rumored to have sold for in excess of US\$1 million. **MORE**

Have you seen the new *Sharing the Rough* teaser?

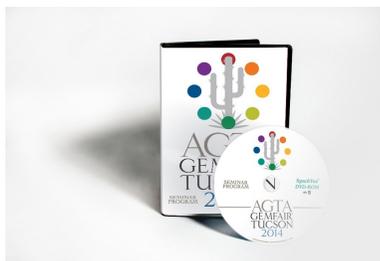
Spectral Gems - AGTA Member

The documentary film has been an incredible journey from an initial dream in the creative mind of our Director, Orin Mazzoni, which took him on mission to Africa where he followed a gemstone through its life, from discovery to final destination, mine to market. In 2011 we were a small but mighty crew of five who undertook a test footage trip to East Africa, and we left with over 80 hours of raw footage! That first chapter in our journey taught us much, including how much we didn't know. Our mission has evolved since then, and our story grew much larger than we originally envisioned. This time we brought a specialized film crew, and captured the true essence of our story. Fast forward three years...*Sharing the Rough* filming has concluded, editing is almost complete, and the piece of jewelry is finished. The last step is putting together original score and sound design. **MORE**

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2014 AGTA GemFair™ Seminar Program DVD-Rom Now Available

The AGTA recorded 19 seminars in the AGTA GemFair™ Seminar Program in Tucson using technology that combines the audio recording synched with the speaker's PowerPoint presentation. The DVD-Rom makes a great reference or can be used to educate associates on current issues and trends. The Association is distributing free copies of the seminar DVD-Rom to every AGTA Member company and is making the recordings available to non-members for a nominal fee of \$50. For an order form, including the list of recorded seminars, click here.



**Fabulous Fall 2014 Jewelry Preview
Jewelry News Network**

This is a group of 28 designers and manufacturers whose work I was able to view during the jewelry trade shows in Basel, Switzerland, and Las Vegas. Although this is quite a large group, it wasn't all the brands I was able to see. More will come soon. In this selection pastel colors dominate. The next group will feature more bold colors and designs, although there are a few made it into this group as well. Pavé settings remain dominate in many designs and there appears to be no end to this "trend." **MORE**

**Coming: The Year of Black Pearls
Instore**

This isn't really a left-field surprise, is it? Considering the growing popularity of cool pearl jewelry over the past year, my prediction for black pearls, specifically, seems hardly startling. But to tell you the truth, after attending a "Fall 2015 Trend Fashion Forecast" last week, I have been wondering

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why I hadn't figured it out sooner. On Thursday, I was at a presentation by Roseanne Morrison, fashion director of the Tobe Report—Tobe's been around since 1927, providing retailers and brands with in-depth research focused on consumer issues it sees as affecting short- and long-term buying. **MORE**

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An entrepreneur's guide to social media marketing
Rappler

The most buzzing trend in the corporate world these days is entrepreneurship. With so many success stories of the young and old, we have not seen a period in time when everything seemed possible (and can be monetized!). Start-ups, which allow you to book the nearest taxi, or invite the person nearest to you for a date, now pop up like mushrooms left and right. Many food and clothing stores, which were previously limited to brick-and-mortar stores are now flourishing thanks to e-commerce. **MORE**

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ePRISM is always looking for interesting content. If you have stories related to colored gemstones or pearls to share with our readers please email them to marketing@agta.org for consideration. Send web links or separate files.

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