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Women's Wear Daily • The Retailers' Daily Newspaper • October 19, 2009 • $1.00

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Accessories: Innovate Luxuries

Fresh Recruit

Luxury in a Recession: Jewelers Market Designs As Investments, Rarities

By Sophia Chabbott

KNOCKS IS OUT AND PRUDENCE IS IN.

A year after the financial markets tanked and the days of bottomless spending on luxury goods came to a grinding halt, top-tier jewelers have adapted to marketing their best pieces in this economy. In an era when conspicuous consumption appears on the wane, pitching diamond and gemstone jewelry that can sell for upward of $100,000 and go into the millions is definitely a challenge. Consumers' new mindset makes it even tougher, countries and retailers say, even as they stress consumers are getting more comfortable with spending again.

So fine jewelers are adopting two tactics. One is to market the pieces as an investment that can help diversify the customer's financial

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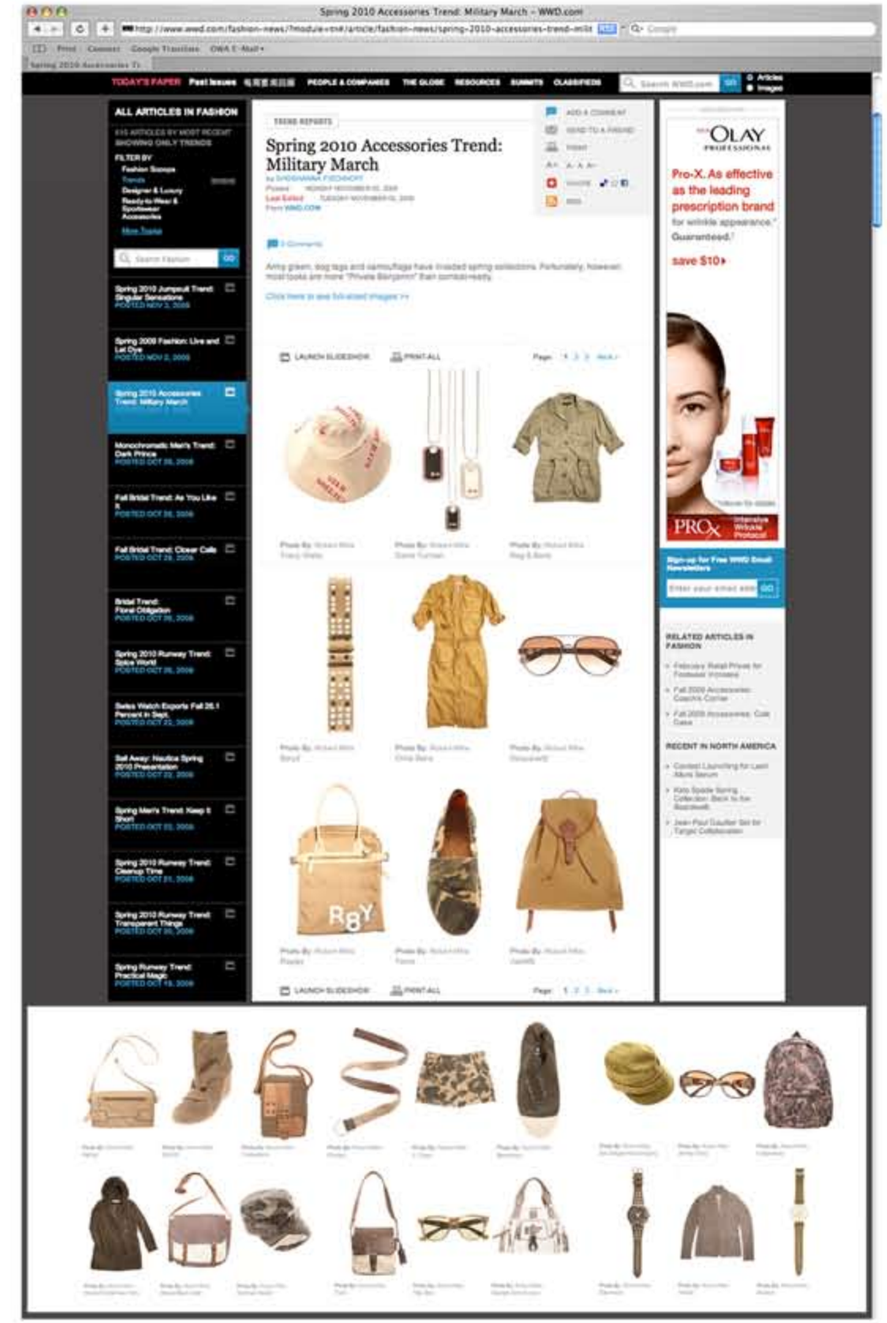

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