

INDESIGN

MARCH/APRIL 2013
For The Retailer
of Fine Jewelry Design



SPECIAL

INDESIGN
AND
GENERATION
NEXT

PAVILION SPOTLIGHTS

DESIGNING LIVES
ANZIE

STAR POWER
IMPORTANT
NECKLACES

CUSTOMER TYPES
THE MOD
SHOPPER

WIGHT-FIGURE INDEPENDENTS

\$10,000,000

SPECIAL
FEATURE

HOW THE COUNTRY'S MOST SUCCESSFUL JEWELERS
REACHED \$10 MILLION-PLUS

BRAND AMBASSADOR



BARBARA JOHNSON

**JEWELRY ART, HUDSON, OH
TOP SELLER OF THE BRAND: ALISHAN**

STORY BY Josh Wimmer

BARBARA JOHNSON wasn't looking for anything specific when she and her mother and partner, Georgianna Bojtos, met Alishan Halebian and his wife, Lydia, about a decade ago at the Couture show. "I was completely taken with the beauty and uniqueness of his pieces," Johnson says. "It was different from everybody else's line." As her store specializes in designer lines with individual personalities, the style fit. More to the point, she fell as much in love with the designer as with the designs. "We spent hours and hours talking to him. I really have to believe in whatever I carry, and we were just drawn in." Since then, Jewelry Art has been a valuable partner to Alishan. "It sells itself, really," she says.

CUSTOMERS LOVE IT BECAUSE: "It's contemporary and Old World at the same time. It has such a dimensional richness, with the unique

1. 18K yellow gold and oxidized sterling silver cuff with fancy natural yellow diamonds (1.15 TCW) MSRP: \$3,660
2. Palladium and oxidized sterling silver cuff with fancy natural multicolor diamonds (1.15 TCW) MSRP: \$3,320
3. Palladium and oxidized sterling silver ring with colorless diamonds (0.12 TCW) and one 0.75-carat black diamond MSRP: \$2,670
4. 18K rose gold and oxidized sterling silver ring with fancy natural multicolor diamonds (1.15 TCW) MSRP: \$3,175
5. Bridal rings in 18K gold and diamonds. MSRP: \$1,700 to \$2,200



textures and finishes Alishan implements. The originality of his designs is such a refreshing departure from the mainstream. And they appeal to all ages."

IT'S EASY TO SELL BECAUSE: "If somebody appreciates beautiful art, they feel a bond with it. There's a depth to the design. A lot of people who come to my store are looking for things that are different; they want jewelry that serves as a bit of a representation of who they are. Alishan's designs are in style; however, his signature look is always there."

THE MOST POPULAR PIECES ARE: "His new oxidized silver collection is wonderful for today's economy. And we continue to do well with the bridal line. The thing with Alishan is that he's always very sensitive to the times. When the bottom fell out of the economy, he created more affordable pieces without compromising the look."

I LIKE WORKING WITH THEM BECAUSE: "Alishan and Lydia are just the nicest people in the world. They make doing business very easy. Lydia is very organized; she will go to all ends to meet a deadline. They're always open to accommodating the customer. And they understand we're working to make a special piece for somebody. Some companies forget what jewelry is about: It *means* something to somebody."

I'D RECOMMEND IT TO ANOTHER RETAILER BECAUSE: "Alishan is ever-evolving and always aware of the trends. It is high quality; they stand behind their work. If you, as a jeweler, appreciate Alishan's designs, and if you have a customer who appreciates unique designer jewelry, then you'll have no problem selling it."

"Barbara Johnson's success at Jewelry Art is a result of her passion and love for creative designer jewelry and her spirited personality. She constantly markets and advertises designer brands and keeps her collections fresh and diverse. It has been a pleasure to work with her and her staff over the years." **LYDIA TUTUNJIAN, ALISHAN**