

SUPPLIER NEWS

PRODUCTS

Italy's Rosato makes splashy entry into U.S.

Italian jewelry brand Rosato, which recently incorporated and secured U.S. offices in Burbank, Calif., is making a strong stateside debut with its designs, now being showcased in independent jewelry stores and 17 Neiman Marcus store locations nationwide, the company announced.

The brand has landed accounts with 30 stores across the country and the Caribbean, including Bettina Duncan at Fred Segal in Santa Monica, Calif., Darakjian Jewelers in Southfield, Mich., C.D. Peacock in Chicago, Higashi Pearls & Fine Jewelry in Lemoyne, Pa., and Diamonds International in the Caribbean.

Company founder, designer and owner Simona Rosato said in the press release that the brand's strong U.S. entry is proof positive that tough times offer creative opportunities.

The brand's retail price points range from \$250-\$2,500, with average prices falling in the mid \$450-\$1,000 range.

According to Rosato President and General Manager Michael Pucci—a



Rosato's colored sterling silver bracelet designs are being sold at Neiman Marcus stores.

luxury veteran whose most recent stint was with the Italian fashion brand Rebecca—the company sold nearly \$1 million worth of product in its first six weeks of operation.

• (818) 319-4200, RosatoJewelry.com

PRODUCTS

Universal EZback keeps earrings secure

J.J. Meneau Bijoux is offering the "Universal EZback," an earring back designed to keep earrings in place, safe and secure.



The Universal EZback is designed to have greater gripping power than traditional earring backs.

The backs are all nickel-free and hypoallergenic, and are available in either sterling silver, 14-karat gold or 18-karat gold, white or yellow, with each back encased in clear and translucent silicone. The Universal EZback fits the majority of typical earring post diameters, ranging from 0.45 millimeters to 1.10 millimeters, and the company says EZback has greater gripping power than traditional backs and maintains the gripping power over time.

The backs come in both small and large sizes, and are designed to fix drooping earrings and enlarged/distended earhole problems.

The EZback is adaptable to regular straight earring posts, as well as the screw-back, French wire, lever back, Omega back, hoop and half hoop varieties of posts. It can also be used for brooches as a safety-pin clutch.

While a typical earring's butterfly section will lose its gripping power over time, the Universal EZback's clear translucent silicone encapsulation applies uniform pressure on the earring to retain the Universal EZback's original gripping strength, the company says.

• (888) 392-2251, sales@universalEZback.com, UniversalEZback.com

SERVICES

AMT makes warranty programs profitable, simple

AMT Warranty is a full-service administrator of extended service plans and warranty programs, including replacement and repair programs and accidental damage protection for jewelry, among other products.

As a subsidiary of AmTrust Financial Services, a multinational specialty property and casualty insurer with an A- (Excellent) A.M. Best rating, AMT Warranty is backed by one of the industry's strongest teams of underwriters, according to a company press release.

Underwriting is arranged through AMT's wholly owned insurance companies, and underwriting and administration are licensed and compliant in all states, allowing clients one reliable source for their warranty programs and assuring them that customers' claims will be paid promptly, thereby helping to protect their brand reputation.

• (866) 268-8279, espsales@amtrustgroup.com, AMTWarranty.com



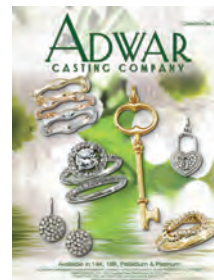
AMT Warranty programs are underwritten through its wholly owned insurance programs.

CATALOGS

Adwar Casting offers new catalog

Adwar Casting Co., Ltd. has introduced its latest catalog, *Collection #23*, which will be available in early 2010.

The catalog will feature the company's "Love Knot" and "Key" collections, plus engagement rings and sets, stackable rings, three-stone rings and more. All castings are available in 14-karat and 18-karat gold in hues of white, yellow,



Adwar Casting's new catalog is filled with offerings in gold, platinum and palladium.

pink or green, as well as platinum, palladium and 18-karat palladium.

Jewelers can submit custom designs to the company's CAD/CAM modeling department in the form of ideas, sketches or images, and have them turned into reality, the company says.

Adwar Casting also has a new interactive Web site, Adwar.com. Contact the company for a log-in and password for the Web site, or ask for a free copy of the catalog.

• (516) 678-7755
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