

JCK SHOW & TELL

EVENTS • OPPORTUNITIES • PROMOTIONS

SPECIAL ADVERTISING SECTION

LUXURY IN GOOD COMPANY

The LUXURY community is preparing to move in 2011 to Mandalay Bay, where it will be in good company, joining JCK Las Vegas and Swiss Watch at the top of the Las Vegas strip. In step with the luxury market, the event will continue to build on the pillars on which it was founded: elegance, sophistication, refinement, and now an overall improved experience for the LUXURY community.



LUXURY is the kickoff to JCK's Jewelry Week, and it embodies everything the luxury marketplace is supposed to be. Leading brands and fashion-forward designers and manufacturers gather at this high-end, invitation-only event to showcase their designs to top retailers. When JCK opens June 3-6, the entire JCK retailer community will now have the opportunity to experience LUXURY in its elegant environment within the Mandalay Bay Ballroom—just one of the many enhancements to be found at the 2011 event.

SPOTLIGHT ON PEARLS

TARA, New York City

TARA has crafted exquisite jewelry for the world's most discerning customers for more than 30 years.

With each season, TARA continues to evolve its collections, creating jewelry that is elegant, classic, and contemporary.

We asked Akash Sethi, vice president of marketing, TARA, to share the company's top sellers for the holiday season.

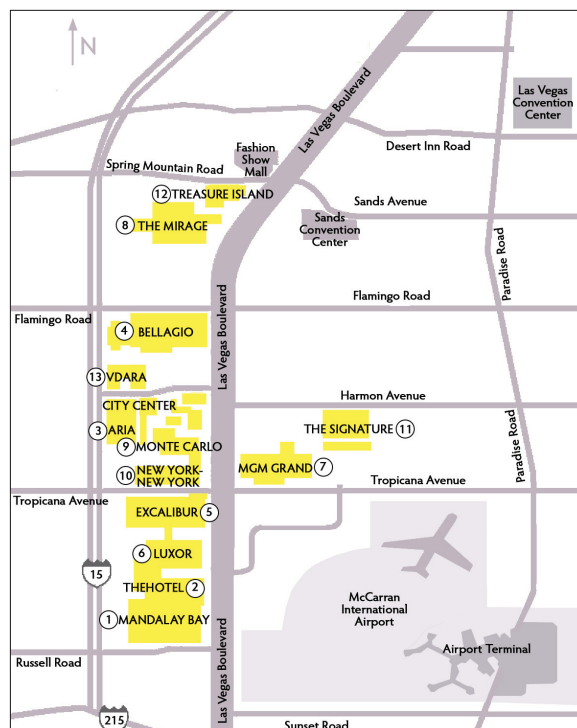
"Longer-length Tahitian and freshwater pearl necklaces and pearl jewelry mixed with gemstones, such as colored diamonds and sapphires, have been in high demand. Customers are also still looking for that unique, one-of-a-kind piece, but at the same time craving that everyday layered accessory. We expect this trend to continue for the holiday season and the demand of chic and modern-style pearl jewelry to be very strong."



WHERE ARE YOU STAYING IN 2011?

JCK show-goers have told us they want a variety of nearby hotel options. We understand you'll spend a considerable amount of time at the show, so selecting an easily accessible hotel with a variety of amenities is important. This month, we invite you to discover several of our favorite most sought-after properties close to Mandalay Bay.

- NEW Aria at City Center
- NEW Vdara at City Center
- NEW Cosmopolitan at City Center
- MGM Grand Signature Towers



JCK Events will move to the top of the strip in 2011. Hotel reservations are now being accepted for JCK 2011. Go to jcklasvegasshow.com to learn more about these properties and make your reservations today!



Luxury by JCK

May 31 – June 2, 2011

(By Invitation)

Swiss Watch by JCK

June 2 – 6, 2011

(By Appointment)

JCK Las Vegas

June 3 – 6, 2011



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