



**FOR IMMEDIATE RELEASE**

## **JCK Las Vegas Wraps an Upbeat 2019 Show at the Sands Expo & The Venetian with New Products, Technology and Events**

**NORWALK, CT (July 2, 2019)** — JCK Las Vegas, the jewelry industry’s largest and most iconic North American trade event, recently wrapped its 2019 edition. This year’s JCK Las Vegas show brought together over 2,200 exhibiting companies, and 30,000 industry professionals, including over 13,000 vetted buyers, representing nearly 100 different countries around world. Those in attendance experienced JCK’s all-encompassing environment, gathering designers and manufacturers, innovative technology and security, as well as exclusive new products and newly created neighborhoods, in a one-stop shopping and educational experience all under one roof. This year marked the return to the freshly renovated Sands Expo Convention Center & The Venetian, covering 1.2 million square feet of exhibition space.

“The new location, show enhancements and updated technology drove positive energy and increased business connections,” says Sarin Bachmann, Event Vice President, JCK & Luxury. “We provided exciting must-see offerings in direct response to our loyal participant’s feedback and to industry research. We were thrilled to hear we were considered the “fun” show! The park themed décor, jewelry focused instagrammable moments, exciting evening events and a daytime DJ all added to the positive vibe. The show floor was packed and there was great buzz about everything taking place and all that our exhibitors had to offer. We are proud to bring the entire industry together, with new products, trends, technologies, as well as opportunities for education, networking and fun, all under one roof.”

JCK Las Vegas 2019 held over 70 events, from networking to education, including the JCK Talks series, which once again offered the opportunity for peer-to-peer discussions and learning opportunities with enhanced programming based on timely topics, and unique In-Store experience activations to inspire creative ways to drive customer engagement.

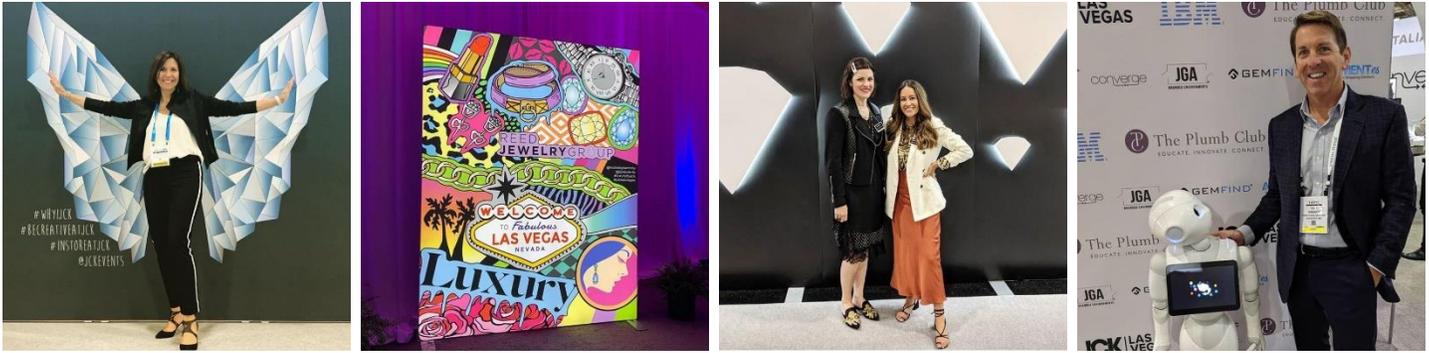
### **Educational Highlights**

**JCK Talks** introduced a sold-out half-day intensive **Social Media Boot Camp** for jewelry retailers and other business owners. Powered in partnership with The Smithee Group— industry consultants focused on helping businesses succeed in today’s digital age. [View photos here »](#)



The new **In-Store Experiences** allowed retailers and attendees to learn and be inspired by seven creative experiential ideas to drive customer engagement. The Instagrammable activations throughout the show centered around the theme “Why I JCK” and featured photo moments with the Crystal Wings, Diamond Rain, Kicks By

Sammy Collages, JCK Magazine 150th Anniversary collage, and interactive JCK Letters where customers shared Why they attend JCK each year, as well as interactive activations with the Plumb Club's Pepper the IBM Watson Robot and the JCK Library. [View photos here >>](#)



For the 20th year in a row, Le Vian held its **Red Carpet Revue** at JCK Las Vegas. This invite-only event began with red carpet arrivals, followed by a fashion show and trend forecasting for 2020. Another exciting industry event included **The Plumb Club Gala Evening** featuring the headline act of the most authentic Queen live band since Queen themselves--'Almost Queen'. With the band's signature four-part harmonies and intricate musical interludes, 'Almost Queen' delivered a performance, which 'rocked' the audience.

### Event Highlights

#### De Beers Keynote

JCK Las Vegas opened its 2019 show with a breakfast and keynote presentation by His Excellency Dr. Mokgweetsi Eric Keabetswe Masisi, the President of the Republic of Botswana. Presented by De Beers Group, this conversation focused on the special connection between Americans and the people of Botswana. His Excellency, the President of the Republic of Botswana provided his unique perspective on how diamonds bring us together.

#### JCK Think Tank

JCK Think Tank invited all tech savvy and service companies to compete against each other for the chance to win a discounted booth at JCK Las Vegas 2020 and more exposure as the 2019 JCK Think Tank winner. The six finalists were: Formula 3D, Glass-Media, Inc., Instappraise, Inc., Jewelry Lead Chef, Podium and Vision 360/A Royal Co. Podium was named the 2019 JCK Think Tank winner through an interactive mobile voting system where retailers and other industry professionals voted for their top choice. [View photos here >>](#)

#### The Plumb Club Planetarium – Radiant Universe

At JCK Las Vegas, The Plumb Club debuted "Radiant Universe" a group of collections created by its members, inspired by the constellations. As part of the launch, The Plumb Club installed a planetarium in their pavilion, featuring a thrilling 5-minute show, every 15 minutes. [View photos here >>](#)

#### JCK's TAO Takeover

JCK Las Vegas ended the week at TAO nightclub for an industry event like no other. Each floor was full of energy, dancing and networking. [View photos here >>](#)



To view the complete show schedule, [click here](#).

**The show dates for 2020 will be:**

**JCK Las Vegas**

Tuesday, June 2 – Friday, June 5, 2020  
Sands Expo & The Venetian

**Luxury by JCK**

Invitation Only: Sunday, May 31 & Monday, June 1, 2020  
Open to All JCK Attendees: Tuesday, June 2 – Friday, June 5, 2020  
The Venetian

**JIS Exchange**

Monday, June 1 – Friday, June 5, 2020  
The Venetian, Level 3

**Global Gemstone**

Monday, June 1 – Friday, June 5, 2020  
Sands Expo, Level 1

Learn more about why JCK is the place where the industry comes together, and why leading retailers and vendors attend each year. [Watch the \*Why IJCK\* videos here »](#)

Interested in exhibiting at any of JCK's shows throughout the year? [Sign up to learn more here »](#)

For more information, please visit [jcklasvegas2019.com](http://jcklasvegas2019.com).

###

**About JCK Las Vegas**

JCK Las Vegas is North America's most iconic jewelry buying experience. Featuring the most diverse mix of suppliers and products from around the world. Leading jewelry professionals attend JCK to discover what's new, next and meaningful to their business through unique, personalized experiences. JCK is where the jewelry industry comes together to do business, network with colleagues, and make personal connections with those who share their passion for jewelry.

**MEDIA CONTACTS:**

**Luxury Brand Group**

Jen Cullen Williams  
[Jen@LuxBrandGroup.com](mailto:Jen@LuxBrandGroup.com)  
LA Office: 323.498.0127

**JCK**

Amanda Gochee  
[agochee@reedjewelrygroup.com](mailto:agochee@reedjewelrygroup.com)  
Office: 203.840.5375