THE JCK LAS VEGAS DESIGN CENTER IS AN EXCLUSIVE, CURATED DESTINATION OF COLLECTIONS WITH A STORY, REPRESENTING THE INDIVIDUAL AESTHETIC OF WELL-ESTABLISHED AND UP-AND-COMING DESIGNERS. THESE DESIGN COLLECTIONS ARE CRAFTED WITH THE UTMOST INTEGRITY FROM DESIGNERS WHO SET TRENDS AND TAKE RISKS WITH THEIR OWN UNIQUE POINT OF VIEW.

ALL APPLICANTS MUST BE APPROVED IN ORDER TO ENSURE THE APPROPRIATE EVOLUTION TIER, PRODUCT QUALITY AND MIX. SPACE IS LIMITED. VETTING OCCURS EVERY YEAR AND THERE IS NO GUARANTEE OF PLACEMENT.

Best exposure at any U.S. Trade Show

• The best place to do business with access to over 17,500 buyers and 7,500 storefronts, including 1,200 new retail stores this year.
• Featuring 13,000+ domestic retailers and 3,800+ international retailers, all vetted for quality.
• 65,000+ social followers for extended coverage before and after JCK Las Vegas and 150+ Editorial media, bloggers and social influencers in attendance.
• Build and foster new connections with attendees looking for your product through technology such as our exclusive matchmaking program, JCK Match, “Discovering New” new product Lookbook, JCK’s Scan & Save attendee resource for getting information about exhibitors, and the JCK Mobile App.
Design Center
Exhibitor Features

- Strategically located next to Design@Luxury for easier access to Luxury buyers and to enhance the overall buyer navigation.
- Enjoy a reimagined, curated lounge specifically designed for this area with a cash bar open daily, and receive drink tickets to give to retailers.
- Revamped Editor’s Choice Awards Ceremony with additional exposure, signage, a toast and photo opportunity.
- Welcome and wake up your guests with Breakfast Brew—a different themed coffee drink every morning in the lounge.
- Gain exposure through a dedicated, unique media influencer who will be walking Design Center and sharing posts about exhibitors with their social media following.

Press Highlights

**CONSUMER EDITORIAL PRESS:**
- elitetsnavler
- BAZAAR
- InStyle
- TOWN&COUNTRY
- VOGUE

**TRADE EDITORIAL PRESS:**
- Canadian Jeweller Magazine
- Instore Magazine
- JCK Magazine
- National Jeweler
- Rapaport
- The Retail Jeweler
- VO+ Magazine & many more.

**ONLINE BLOGGER & INDUSTRY INFLUENCERS:**
- Cupcakes & Cashmere
- Diamondoodles
- Gemologue
- Stiletto Beats by Emily Vartanian
- Kris Cherie
- SpreadFashion
- Third Coast Gems & many more!

Design Center Options

**Rising Star**

RISING STAR IS AN UP-AND-COMING DESIGNER WHO HAS BEEN IN THE BUSINESS 5 YEARS OR LESS. THIS PROGRAM IS A COST-EFFECTIVE OPTION FOR DESIGNERS WHO ARE STILL LOOKING TO ESTABLISH THEIR BUSINESS. DESIGNERS CAN BE IN THIS PHASE FOR A MAXIMUM OF 3 YEARS MOVING ONTO RESIDENT EVENTUALLY.

**Resident**

A RECOGNIZED, ESTABLISHED DESIGN BRAND. COLLECTIONS REPRESENT THE INDIVIDUAL AESTHETIC OF WELL-ESTABLISHED DESIGNERS.

NEW LOCATION

SANDS EXPO, LEVEL 2
Think you have what it takes?

I JCK because it has always been the place to be for Jewelry Week.

Lilly Sinelnik, KIR COLLECTION, DESIGN CENTER

(If JCK to) meet new retailers, distributors, representatives, etc.

Jaume Labro Colomer, JAUME LABRO MOKUME, DESIGN CENTER

TO RESERVE YOUR SPACE, CONTACT:

Nina Mancini, Account Executive, JCK Las Vegas

EMAIL: NMANCINI@REEDEXPO.COM | PHONE: 203.840.5469

Tuesday, June 2 - Friday, June 5, 2020 | Sands Expo & The Venetian, Las Vegas @jckevents