



AMERICAN GEM TRADE ASSOCIATION



AGTA GemShare Trend Information

The jewelry industry's premier colored gemstone trading platform, www.AGTAGemShare.com, shared some interesting trends from the first half of 2011 based on the current gemstone inventory of the site. AGTA GemShare is free to use for qualified wholesale buyers and only lists gemstones from AGTA Members, who are strictly bound by the AGTA Code of Ethics and full disclosure of treatments.

As the fashion world reports strong trends in blues and greens, an analysis of the inventory of gemstones on AGTA GemShare shows that green, followed by blue, are the two most popular hues available on the site. This may be no surprise with the wide variety of gemstones in these color ranges, but it also allows buyers to find a great selection of matching or complementary colors for specific colors they have in mind using the built-in color definition system.

By total value, blue gemstones lead the way followed by violet and red. A trend in connection with this is that most of the searches done by registered buyers on the system are also for blue gemstones,

followed by red then orange. Blue gemstones, especially blue sapphires, saw a definite spike in interest in the first half of 2011 with the Royal engagement and wedding. It will be interesting to see how this trend continues, especially with colored gemstone center stones becoming more accepted as a choice for brides-to-be.

Another great aspect of colored gemstones is their affordability, which is also reflected in the inventory on the website. Over half of the gemstones listed on the site are under \$500 per carat.

As retailers look for ways to increase their profitability, well-priced colored gemstones offer opportunities to build margins that are difficult to find in other categories.

AGTAGemeShare.com is a great tool for sourcing colored gemstones, or to research availability and pricing for specific client requests. All of the sellers on the site are AGTA Members, which means that if you have any issues with a Member that the AGTA dispute resolution process is available to you. The other two important aspects of the site are that the actual color of each gemstone and any treatments to the gemstone must be verified by the seller before they are posted. This ensures that the color represented is accurate and that you are aware of any treatments to the gemstone before you buy. To register for the site, go to www.agtagemeshare.com or email info@agtagemeshare.com. Demonstrations of the system will also be held at AGTA GemFair at the JCK Las Vegas Show in booth AGTA122.