



AGTA's Red Carpet Efforts - Behind the Scenes

The American Gem Trade Association (AGTA) is dedicated to the promotion of colored gemstones and pearls, and one way that we accomplish this is by actively working to get our members' jewelry placed on celebrities at high profile awards shows. The AGTA Collection™ Red Carpet Program has had a presence at the Golden Globe Awards, the Academy Awards and the Primetime Emmy Awards in recent years.

You may ask why it is important to get celebrity placements, and the answer is quite simple – celebrities have become the single most influential group in a consumer's purchase decision, surpassing even friends, according to a study done by AM Demographics. Our culture is celebrity-driven with the most popular television shows and magazines reporting on celebrities' every move. Celebrities are the trend-setters when it comes to fashion, so it is important for us to do what we can to make sure that they accessorize with colored gemstones and pearls.



The AGTA Collection™ is a way for us to use the economies of scale to allow for individual members to have a presence at special events, where they might not be able to afford to participate on their own. Participation in the AGTA Collection™ is open to all AGTA Members. The variety of designers also makes the collection a really eclectic selection of jewelry for celebrities and stylists to choose from. Generally, we have a high percentage of our pieces chosen for placement at events due to the quality and style of our members' submissions.

Actress Ella Thomas trying on earrings by Brenda Smith for the AGTA Collection™.

AGTA works with the StyleLab Jewelry Preview Suite at the Red Carpet events. The suite is typically set up for three to four days prior to the event at a secret location in Los Angeles. Celebrities, stylists and the media can view the jewelry on a by-appointment-only basis. Jewelry expert and stylist Michael O'Connor of Style & Substance is on hand in the suite to help select the jewelry that best accessorizes their outfits for the Red

Carpet. Michael's passion for colored gemstones and pearls is contagious and a reason for many of our placements.

“Working with the American Gem Trade Association as a partner for my celebrity dressing events is such a pleasure,” says O'Connor. “Not only does it allow me to showcase a rainbow of colored gemstone options, but it helps me provide celebrities and stylists creative, unique and well crafted jewelry from the talented AGTA roster. It definitely allows me to meet every styling aesthetic.”

Lauren Francis and Amanda Jones, stylists for The TV Guide Network, working with stylist Michael O'Connor and pieces from the AGTA Collection™ - turquoise ring by Yoki and turquoise earrings by Lika Behar.



The day after the event is spent scouring all of the sources for images of the celebrities that wore the jewelry. We try to provide quality pictures of each individual in our members' jewelry – it is the primary reason they participate in the program. Whether they say it or not, by wearing the jewelry, each of the celebrities is endorsing the brand that they wear. It is instant fashion credibility for that designer and some great PR ammunition to share with their clients and potential clients.



Modern Family's Rico Rodriguez with Cheryl Cecchetto, producer of The Governor's Ball at the Academy Awards, wearing green tourmaline earrings by Jeffrey Bilgore and necklace by Cynthia Renee' for the AGTA Collection™.

AGTA creates a post-show report to highlight all of the colored gemstones and pearls that were worn, not only from the AGTA Collection™, but across the board. It is important for our members to show to retail buyers and consumers that color needs to be a bigger part of their future purchases. We also follow up on opportunities that arise from the suite, such as working closer with key stylists in television and movie production. As a result of contacts made at the

suite, for example, we were able to place colored gemstone jewelry on Sharon Osbourne for the final four shows of *America's Got Talent* and place multiple pieces of jewelry in the upcoming Warner Bros. *Crazy, Stupid, Love*. with Julianne Moore.



Sharon Osbourne on America's Got Talent in sapphire jewelry by AGTA Members Kazanjian Bros. and Dena Kemp.

In the grand scheme of things, we are placing colored gemstone and pearl jewelry on key trend-setters in a very visible arena. We look at this as having a trickle-down effect on the jewelry decisions that celebrities, their stylists and, ultimately, consumers make.

Color is hot, it's interesting, and it allows people to make a much more personal statement about their individual style – which is really important to those individuals who want to stand out and make an impression.

“I look forward to seeing the AGTA Collection™ during awards season as I'm always on the hunt for fresh, colorful, interesting jewelry for the clients I am styling,” adds celebrity stylist Tod Hallman. “AGTA has opened my eyes to the world of colored gemstones and the plethora of options available to help my clients express their individuality.”

Celebrity stylist Tod Hallman looking at a cuff by A. Punto for the AGTA Collection™ in the styling suite at the 2011 Academy Awards.



The American Gem Trade Association is committed to maximizing the exposure of colored gemstones and pearls as the best fashion accessories through many different channels. The AGTA Collection™ Red Carpet program is just one way that we are getting the word out. If you would like to participate in future styling suites, please contact Adam Graham – adam@agta.org or at 800-972-1162.