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**FOR IMMEDIATE RELEASE**



**AGTA**

AMERICAN GEM TRADE ASSOCIATION

## **JCOC & AGTA Announce Consumer's Choice Honors Awards And the Winners are...**

**Paso Robles, CA – November 25, 2008:** As a part of this year's AGTA Spectrum Awards™, AGTA, in conjunction with MVI Marketing's Jewelry Consumer Opinion Council (JCOC) division, introduced the new Consumer's Choice Honors awards and the results are in! The JCOC created and deployed a consumer market research study to select the winning choices for the Consumer's Choice Honors awards. One winning style, selected by JCOC consumer panel members, was identified in the five categories of the traditional AGTA Spectrum Awards™.

"The consumer is the most important voice in the jewelry industry and their opinion affects everything we do," MVI President Liz Chatelain said in a media release issued on Tuesday. "We are excited by the choices our JCOC panelists have made and we congratulate the creative minds behind the winning jewelry designs."

"The addition of consumer research through the JCOC to the Spectrum Awards has provided us with insight into what consumer's desire," added Douglas K. Hucker, CEO of AGTA. "We are thrilled with the results and look forward to presenting the Consumer's Choice Honors award to our talented winning designers."

### Bridal



**Khai Le of Charles Koll Jewellers, San Diego, CA**

Platinum ring featuring a 2.71 ct. cushion-cut blue Sapphire accented with Diamonds (.15 ctw.)

### Business/Day Wear



**Pamela Froman of Pamela Froman Fine Jewelry, Los Angeles, CA**

18K white, rose and green gold necklace featuring a 10.4mm golden South Sea Pearl, a blue-grey Tahitian Pearl and a green-grey Tahitian Pearl accented with Diamonds (.45 ctw.).

Classical



**Richard Krementz of Richard Krementz Gemstones, *Springfield, NJ***

Platinum ring featuring a 3.44 ct. champagne Diamond accented with white Diamonds (1.29 ctw.).

Evening Wear



**Dennis deJonghe of deJonghe, *Saratoga Springs, NY***

Platinum pendant featuring a 17.06 ct. Aquamarine accented with an Iolite and Diamonds (.13 ctw.) on a strand of freshwater Pearls.

Men's Wear



**Robert Pelliccia of J.R. Dunn Jewelers, *Lighthouse Point, FL***

Platinum and 22K yellow gold ring featuring a 1.75 ct. emerald-cut Alexandrite accented with Diamond baguettes (.69 ctw.).

For complete report details please visit [www.jcoc.info](http://www.jcoc.info).

The JCOC will make a presentation to the five winning designers at the AGTA GemFair™ Tucson in February 2009 during the AGTA Spectrum Awards Dinner Dance. The AGTA will be celebrating the 25<sup>th</sup> Anniversary of the Spectrum Awards at the event.

For more details about the AGTA Spectrum Awards™ visit [www.agta.org/awards](http://www.agta.org/awards), or contact Adam Graham at (214)742-4367 ext. 18 or [adam@agta.org](mailto:adam@agta.org).

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JCOC, a division of MVI Marketing Ltd., provides the press, finance, fashion, gem, jewelry and retailing industries with fast, effective, and powerful market intelligence about jewelry products and the end-consumer. The JCOC is an e-panel of over 100,000 North American consumers who represent all ages, genders, income levels, buying categories, and geographic regions. To learn more about this study and others, visit [www.jcoc.info](http://www.jcoc.info), or contact Liz Chatelain at (805) 239-2994 x104; fax (805) 239-2947; email [elchat@mvi-marketing.com](mailto:elchat@mvi-marketing.com). MVI Marketing Ltd. is THE Market Intelligence Company for the worldwide gem, jewelry and watch industries.