

**BEST WAY TO SHOW JEWELRY**

V-BY, a virtual presentation method created by industry veteran Debra Hecht, employs video conferencing technology for live jewelry sales demos. The idea was born of necessity. After 18 years of representing jewelry lines from the trunk of a car, Hecht found the old method costly, impractical, and

unsafe. V-BY has multiple platforms for uses across the industry, from jewelry designers and manufacturers displaying lines to retail jewelers showing jewelry pieces to customers. V-BY has a plug-and-play kit and Hecht offers personalized training on how to use this real-time virtual presentation method.



**BEST USE OF A RELIGIOUS ICON IN FASHION JEWELRY**

Scott Kay, Teaneck, N.J., long known for platinum bridal jewelry and wonderfully detailed designs in sterling silver, recently unveiled the Faith collection in silver in an effort to uplift the pious who are having a piteous year. Fortunately for them, the pieces start at \$350 retail.



**COOLEST PERSONALIZED JEWELRY FOR WORLD TRAVELERS**

What do jet-setters give each other? Try a karat gold globe pendant necklace, with diamonds punctuating the places in the world they've been, from Heather Moore Jewelry, Cleveland Heights, Ohio. The nifty concept starts with a rock-free globe (available in small, medium, or large) featuring all the continents. Gift givers or recipients can add colorless, cognac, or yellow diamonds in various sizes, depending on how many and which countries they want to commemorate.

