



international jewelry design guild IJDG

FOUNDED IN 1998, THE INTERNATIONAL JEWELRY DESIGN GUILD (IJDG) IS A PRESTIGIOUS group of some of the world's top jewelry designers. The organization accepts members by invitation only.

The goal of the Design Guild (as it is also known) is to promote worldwide awareness of the value and artistry of fine designer jewelry and, at the same time, bring clarity to the term "designer jewelry" and promote design as one of the most important elements in the value of fine jewelry.

Whitney Boin, founder of the IJDG, recently completed his term as president and, by the end of this year, a new IJDG president will be announced. Jewelry designer George Sawyer, an original member of the Design Guild and also a board member, recently spoke with us about the group. "The genesis of the guild was to market and educate the public about jewelry designers in the same way that it is done for fashion designers. Our other focus was to have a true designer show that was international. We successfully do both."

This past July at the JA Show in New York City, where IJDG members exhibit as an organization, they were, for the first time, side by side with Couture show exhibitors in a special designated area.

During 2005, the IJDG had a chance to partner with an up-and-coming fashion designer to provide the jewelry for his fall collection at a fashion show held in Hawaii. Honolulu-based jewelry designer and IJDG member Robert Wander for Winc Creations provided all of the pieces worn in the show. According to Stacy Blackshaw, associate executive director of the IJDG, "It was a smashing success. The synergy between fashion and jewelry is obvious, as each one enhances the other."

Many other exciting things are happening this year with IJDG. They are establishing a "New Student Designer of the Year Award." This will recognize the student who creates a piece with an identifiable look and personal style in the fine jewelry market. The award will consist of a \$1,000 gift check to help the student with school costs, press releases, recognition at the JA Show, and a showcase at the show to highlight their prize-winning piece. "The student designers are the future and the IJDG wants to recognize their originality and style," says Blackshaw.

Once again, the International Jewelry Design Guild is also producing a brochure to be distributed to retailers and consumers. It explains who they are and what the group and its members are about.

On a final note, the organization's web site is being enhanced to provide more useful information to retailers. Since each IJDG designer's jewelry is unique, they will have the opportunity to add a section to their individual profile page, which will provide retailers with the tips needed to sell their particular jewelry. This will be a downloadable file that they then can share with their staff or print out and give to customers. In referring to this service, George Sawyer notes, "The site is really getting a lot of hits."

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SEPTEMBER/OCTOBER 2005

RING BY SPOLETO GIOIELLI

MODEL WEARING JEWELRY BY ROBERT WANDER FOR WINC CREATIONS AT IJDG-PARTNERED FASHION SHOW IN HAWAII

"SPINNING WHEEL" BRACELETS BY Yael Sonia

INTERNATIONAL JEWELRY DESIGN GUILD INC.