

Saves you time. Saves you money. Makes you smarter.

The News Tribune, Tacoma, WA - Thursday, October 11th,

HOME NEWS SPORTS BUSINESS OPINION PHOTOS A&E SOUNDLIFE ADVENTURE BLOGS CLASSIFIEDS OBITUARIES

# BUSINESS

Tacoma, WA - December 17, 2008 October 11, 2007

AA Bigger text Smaller text AA Bigger text AA Smaller text E-mail Print Text  
Comments (0) Comments (0)

## It's a dazzling opportunity - Jeweler finds fresh way to market gems

C.R. ROBERTS; The News Tribune  
Published: October 11th, 2007 01:00 AM

The ruby sparkled like a faraway star. The watermelon tourmaline beckoned the senses as if by subpoena. A garnet made one woman gasp.

The gems passed from the man who cut them into the hands of the customers seated around the table.

Hence the name: "Gemstone roundtable."

Some say it's a revolution in gemstone marketing.

Last Friday night, and on the previous night and for several nights over the past few months, invited guests have come to a white-clothed table at LeRoy Jewelers in downtown Tacoma. They've spent up to three hours with a cutter – or a faceter, the man who reads the heart of a sapphire or the depth of an aquamarine, who with his expertise and tools gives life and light to the shimmering crystal planes.

He's the fellow who brings a sample of his wares. On Friday evening, the roundtable featured Roger Dery of Royal Oak, Mich. LeRoy owners Steph Farber and Phyllis Harrison provided hors d'oeuvres and wine. A dozen or so guests, women and men, sat selecting their favorites from among a selection of 126 gemstones Dery had cut.

The concept, the gem roundtable, was pioneered 20 years ago by jewelry designer Christopher Jupp, owner of Christopher's Fine Jewelry in Champaign, Ill.

"We played with it. We made mistakes, and then we stopped making those mistakes," Jupp said Wednesday by phone. "It fills a niche."

Jupp has been promoting the concept at gem-related trade shows for three years. His seminars, he said, are largely attended.

He estimates that no more than 30 jewelers across the country have begun hosting roundtables.

Ed Griffin, chief operating officer at the American Gem Trade Association in Dallas, said Farber "is doing a cutting-edge job of bringing the market to the marketplace."

Griffin has consulted with other retailers who are "trying to reach out and do things differently, things creative and innovative, after hours, or before hours. I would say that the roundtable is relatively in its embryonic stages."

Farber, he says, "is ahead of the curve as far as being able to bring a creative way to bring luxury to the consuming public."

Farber begins, "Tonight you will be handling more gemstones than most people who work in a jewelry store will ever handle."

He describes Dery's work: "He takes these crystals, he takes them and turns them into wonderful gemstones."

Farber explains, "If something speaks to you tonight, there will be a way to have it come back and visit you."

Enlarge image



Karie Hamilton/For The News Tribune  
Gem cutter Roger Dery from Royal Oak, Mich., talks with LeRoy Jewelers client Kathleen Olson at a "gemstone roundtable" Friday night at the downtown Tacoma store.

Enlarge image



Karie Hamilton/For The News Tribune  
A potential customer's favorite pieces from the show are set aside for further examination and consideration.

### Share This Story

Del.icio.us Digg Google Newsvine

ADVERTISING

ADVERTISII

### Top Jobs

**Restaurant - Foo Service**  
Sonic Franchise op restaurant...

**Other**  
SOUTH PUGET SO COMMUNITY COLL

**Nurse**  
Registered Nurses & Bonus...

**Healthcare**  
CAREGIVERS Inter working with...

**Skilled Labor - Tr**  
EL06 Technicians N ASAP! Evergreen...

**Nonprofit - Socia Services**  
Support Staff Comm Integrated...

### Top Jobs

**Restaurant - Foo Service**  
Sonic Franchise op restaurant...

**Other**  
SOUTH PUGET SO COMMUNITY COLL

**Nurse**  
Registered Nurses & Bonus...

**Healthcare**  
CAREGIVERS Inter working with...

**Skilled Labor - Tr**  
EL06 Technicians N ASAP! Evergreen...

**Nonprofit - Socia Services**  
Support Staff Comm Integrated...

### Top Jobs

**Nurse**  
Certified Nursing As North...

**Sales**  
\$ AUTO SALES \$ L highly...

**Government**

