

Editorial Schedule 2010

Month	Cover	Feature	Focus
February	Personal Jewellery	Loose Diamonds	Fashion forecast Autumn/Winter '10
	Product/trend focus on personalised jewellery including anything with components consumers can compile.	Industry issue focus on the supply and demand of diamonds and its impact on the international and local trade.	Product/trend focus on jewellery trends and themes for the coming season. Covers fashion and fine jewellery.
March	New at the fair	Mother's Day	Religious J
	A product focus covering the best new collections on show at the JAA Brisbane Jewellery Fair, 2010.	Product/marketing focus on jewellery, gifts and in-store promotions for Mother's Day.	A product/information focus on religious jewellery and gifts for religious occasions.
April	Fashion watches	Euro Brands (DPS)	Gemstones, Pearls & Diamonds
	A product/trend focus on contemporary mens and ladies watches.	A series of Q&A-style profiles of some of the leading European jewellery brands distributed in Australia.	A trend/industry issue focus on coloured stones, pearls and fancy coloured diamonds.
May	Engagement/bridal	Fashion jewellery	Men's Jewellery
	A product focus on everything in engagement and wedding jewellery from engagement rings to tiaras.	Product/trend report on contemporary fashion jewellery made from all materials.	A trend focus on men's jewellery, accessories (cufflinks, tie bars, etc) and selling to this specialised customer group.
June	Branded jewellery	Basel wrap-up	Kids Jewellery
	A trend/industry issue report on new and established jewellery brands from Australia and overseas.	A summary of the hottest watch and jewelery brands launched at the Basel-world fair this year, plus an event report.	A product/marketing feature on baby and children's jewellery.
July	Gold jewellery	Emotional Jewellery	Equipment Innovations
	A trend and industry issue feature on gold designs, supply and demand both locally and internationally.	A product/informational story on jewellery that evokes and embodies emotion and personalisation.	An insight into the latest in cutting-edge equipment and design software technology for retail and bench jewellers.
August	Sterling Silver Jewellery	Mens Watches	Fashion Forecast Spring/Summer 10-11
	A trend/economic focus on sterling silver jewellery trends, with supply and demand insights.	A trend/product feature on men's timepiece trends.	Product/trend focus on jewellery trends and themes for the coming season. Covers fashion and fine jewellery.
September	New at the fair	Retail security	Refining/Casting Companies
	A product focus covering the best of new collections on show at the JAA International Jewellery Fair, Sydney.	Product/practical focus on in-store security for premises, stock and self.	A series of Q&A-style profiles of some of the leading refining and casting companies servicing the industry.
October	Diamond jewellery	Christmas selling	Charms
	A product/industry issue focus on diamond design directions and economic issues.	A product/marketing focus on Christmas inventory and promotion.	A trend report on new directions for charm jewellery into Christmas.
November	White metals	Display, packaging and point of sale	World fair guide
	A trend/economic feature on all white metals including platinum, white gold, palladium and sterling silver.	A product/practical focus, including the latest display and packaging and visual merchandising ideas.	A concise guide to jewellery trade fairs around the world by month and region.
December	Special Christmas issue		
	Shhh...it's a surprise.		