



WOMEN'S JEWELRY ASSOCIATION

WJA ANNOUNCES ITS 2024 JEWELRY LOUPE PROJECT PROGRAM GRADUATES

December 9, 2024 (New York, NY) – The Women's Jewelry Association (WJA) is excited to announce the graduates of its 2024 cohort of its nationwide Jewelry Loupe Project program. WJA selected eighteen emerging designers, its largest cohort to date, to participate in this year's program from over 100 applicants.

Gwen Barba, Paula Barnett, Susan Burde, Stephanie Cummings, Rachel Garrison, Maricha Genovese, Jen Insardi, Jacqueline Lapuck, Shannon McGowan, Susan Meier, Lauren Newton, Gloria Odoemelam, Bramble Lee Pryde, Kate Reboli, Olivia Rosenberger, Olena Stasula, Duygu Sumbul, and Norah Tomarken participated in the Jewelry Loupe Program between April – September 2024 to develop and launch their jewelry collections.

“WJA's Jewelry Loupe Project is a cornerstone of our community, offering unparalleled mentorship, training, and networking opportunities to emerging designers. We take immense pride in the dedication and commitment of the designers who participate in this rigorous program. Our heartfelt gratitude goes out to the mentors and experts who generously invest their time and expertise to uplift the next generation of designers.” - Marsha Watson, WJA Executive Director

This year's mentors include a talented lineup of designers, on-air talent, and seasoned industry professionals: Jeffrey Bolling, Sarah Butler, Patricia Carruth, Chae Carter, Mariana Chambers, Mariel Diaz, Lori Gadola, Ariel Gordon, Viviana Langhoff, Michele Lau, Tara Levi, Lauren McCawley, Angela Monaco, Morgan Miller, Constance Polamalu, Jackie Raffi, Missy Rogers, and Ivette Stephanopoulos.

WJA's Jewelry Loupe Project is a free, six-month business development and mentorship program for emerging designers within their first five years of business. The program, developed in 2019 by Northern California WJA chapter leader Marie McCarthy of Fiat Lux and expanded nationwide in 2022, is now in its sixth year.

To date, WJA has trained and mentored nearly 70 emerging designers. Each designer was paired with a mentor for the length of the program. Designers attend virtual sessions hosted by design, marketing, sourcing, manufacturing, retail, packaging, insurance, and pricing experts. The program culminated with a critique in the fall where mentors provided constructive feedback to prepare the designers to launch their collections. Anna Samsonova of Samsonova Consulting helped to facilitate the expert sessions and coordinate the 2024 program.

For more information on WJA's Jewelry Loupe Project, visit <https://www.womensjewelryassociation.com/jewelrypeproject>

About the Women's Jewelry Association:

The Women's Jewelry Association (WJA) is a trailblazing organization dedicated to empowering and advancing women within the jewelry and watch industries. In 1983, WJA was founded on the belief that women could create lasting change by connecting, mentoring, and recognizing one another's accomplishments. Today, WJA stands as a global network of professionals spanning diverse roles,



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from designers and manufacturers to retailers and media representatives. The organization's mission is to facilitate professional growth through networking, education, leadership development, and a wide range of member services. Through its numerous chapters across the U.S. and around the world, WJA offers a spectrum of benefits, including networking events, educational programs, mentoring initiatives, scholarships, and grants. For more information about WJA, or to become a member, visit www.womensjewelryassociation.com.

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