

**WJA TO SHINE A LIGHT ON SIX UP & COMING DESIGNERS
FROM ITS JEWELRY LOUPE PROJECT AT JCK VEGAS**

The designers completed WJA's Jewelry Loupe Project business development mentorship program sponsored by De Beers.

April 3, 2023 (New York, NY) – Today, the Women's Jewelry Association (WJA) announces six emerging designers that will participate in its inaugural showcase at JCK Vegas.

Isabel Dennis of [Kima Jewelry](#), Soojin Kim of [Suu Atelier](#), Patty Lauritzen of [Rosey Skye](#), Rachel Weld Newton of [Rachel Weld Fine Jewelry](#), Alexis Pavlantos of [Alexis Pavlantos](#), and Constance Polamalu of [Birthright Foundry](#) will present their collections inside WJA's booth (booth #10043) in the Design Collective at JCK Vegas.

"WJA is thrilled to launch its first Design Collective booth at JCK Vegas for our Jewelry Loupe Project graduates. The opportunity to showcase their collections and meet buyers is the next evolution of our mentorship program. This arrangement is made possible with generous support from De Beers and JCK, and we can't wait to invite members of the trade to visit and learn more about these talented women," shares WJA Executive Director Jennifer Markas.

WJA's Jewelry Loupe Project program is a free, six-month business development program for emerging designers within their first five years of business. The program, which was developed in 2019 by former San Francisco WJA chapter leader Marie McCarthy of Fiat Lux, is heading into its fifth year. To date, WJA has trained and mentored nearly 50 emerging designers. Each designer is paired one-on-one with a mentor for the length of the program. Designers attend virtual sessions hosted by experts in design, marketing, sourcing, manufacturing, retail, packaging and pricing. The program culminates with a critique in the fall and mentors provide constructive feedback to prepare the designers to launch their collections.

"At De Beers, we deeply value the contributions that women make to our businesses, the diamond and jewelry industry, and all of society. We are committed to accelerating economic inclusion and uplifting diverse voices to help shape the future through various programs which support and provide opportunities for women as part of our 'Building Forever' ambitions. We are proud to support WJA in the 2023 Jewelry Loupe Project as we are aligned in our core values," shares Céline Assimon, CEO of De Beers Jewellers and De Beers Forevermark.

WJA will support the emerging designer participants with tradeshow preparation and guidance, and press and marketing opportunities leading up to the show and beyond. WJA encourages retailers and buyers to visit WJA'S booth #10043 to view the collections and speak with these promising designers. To schedule an appointment, please contact Jennifer Markas, WJA Executive Director, at jennifer@womensjewelryassociation.com.

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About the Women's Jewelry Association:

WJA's mission is to help women in the jewelry and watch industries advance and develop professionally through networking, education, and leadership development. For more information, contact Jennifer Markas, WJA Executive Director at jennifer@womensjewelryassociation.com.

About WJA's Jewelry Loupe Project:

WJA offers emerging designers access to well-established designers, business owners, and seasoned industry professionals to explore design, launch their first line, and develop marketing strategies and business acumen.

ABOUT DE BEERS:

Established in 1888, De Beers is the only global diamond luxury brand that starts at source. Blending unparalleled expertise in the discovery and selection of diamonds with unique creativity and craftsmanship, the brand transforms nature's rarest treasures into distinctive jewellery designs through its Jewellery Houses, De Beers Jewellers and De Beers Forevermark, and is present in the most exclusive locations around the world, as well as offering leading education and laboratory testing services via De Beers Institute of Diamonds.

De Beers is committed to ensuring each diamond it discovers creates a lasting positive impact for the people and the place where it is found. This comes with a pledge to build a better future – one that is fairer, safer, cleaner and healthier, in which communities thrive, ethical practices are maintained, and the natural environment is protected. This long-term commitment is called Building Forever. Discover more at debeersgroup.com.