

WJA Showcases Emerging Talent and Inclusive Community Engagement at JCK 2024



New York, NY. May 28, 2024. The [Women's Jewelry Association](#) (WJA) is set to make an impact at JCK this summer, sharing its unwavering dedication to empowering women in the jewelry and watch industries. Founded on the belief that women networking together can drive change, WJA has grown from a small group of visionary women into an influential international organization. Engage in pivotal discussions shaping the jewelry industry during its robust lineup of JCK events— [The Jewelry Loupe Project](#) booth and the [Generating Community Impact Breakfast](#); WJA anticipates the participation of its members and industry professionals.

WJA is steadfast in its commitment to nurturing new talent. Its Jewelry Loupe Project exemplifies this mission, serving as a platform for designers to break barriers and thrive under WJA mentorship. Participant members gain invaluable opportunities to network, insights into the jewelry business, and propel themselves toward success. WJA will highlight the exceptional talents of Kelly Lannen and Tamsin Rasor from the Jewelry Loupe Project business accelerator program, adding fresh creativity to the JCK Show's Design Collective (Booth #10043). "The mentorship of the Jewelry Loupe Project has been an amazing experience for me. It introduced me to the jewelry industry in a personal way," says Kelly Lannen. "To learn directly from business owners, legacy jewelry designers, and industry leaders has been an invaluable experience. Being an entrepreneur and artist can be overwhelming, but through this mentorship I made a focused plan for successful professional growth and business development."

Kelly Lannen brings a wealth of diverse experience into her brand, 12th HOUSE. A professional artist based in New York City, Kelly has honed her skills through

extensive work in antique restoration and with a goldsmith apprenticeship. Her jewels, modern talismans, and amulets, exude a sense of magic and empowerment. **Tamsin Rasor** finds inspiration at the intersection of design, engineering, technology, and fine art. Her vibrant, playful spirit is reflected in her brand, which highlights nonconformist and contemporary heirloom jewelry which celebrates color and Art Deco design. Tamsin Rasor states, “Being a part of the Jewelry Loupe Project gave me the support and guidance I needed to take more risks with my designs and investment in my business. I can directly attribute the growth in my business over the last twelve months to being a part of this incredible program, and the encouragement and feedback from the wonderful mentors and my fellow mentees.” She continues, “I am so excited to be taking the leap to exhibit at the JCK show in Las Vegas with WJA and Jewelry Loupe Project team. I know this will help bring my work to new audiences and take my business to the next level.”

In addition to highlighting the Jewelry Loupe Project designers at the show, WJA is hosting its Generating Community Impact breakfast at JCK Vegas on Friday, May 31, 2024, from 8:00 am to 9:30 am, supported in partnership with the JCK Industry Fund. Marking the third annual fundraising event, the breakfast will be held at the Murano Ballroom, Level 3, in the Venetian Convention Center. The topic, “Disability Inclusion in the Jewelry Industry” curates space to foster greater equity within the jewelry supply chain. Three distinguished panelists will be in conversation, Laurel Rossi, Matthew Schamroth, and Joanna McElnea, sharing their insights and expertise. **Laurel Rossi**, CMO of Infillion and CEO and Co-founder of Creative Spirit, is a trailblazer in business development, advocating for fair-wage employment and inclusive practices. Her global operational oversight and experiences in improving DE&I are critical to discussions supporting neurodiverse job seekers. **Matthew Schamroth**, fourth generation diamantaire and partner of M. Schamroth & Sons of New York, is an active member of the Executive Board of the Diamond Manufacturers & Importers Association (DMIA). Matthew is also the

founder of the Diamond Integrity Committee (DDIC); its mission encompasses developing and maintaining standards for the diamond industry regarding screening, as well as protecting and preserving the integrity of the diamond supply chain. A passionate, dedicated, inclusive, marketing and communications leader, **Joanna McElnea**, Community Manager of Creative Spirit, is driven by her mission to shape a future that embraces fair-wage employment for individuals who are neurodivergent. She focuses on fostering an inclusive and accessible online community, empowering talented individuals with disabilities as a self-advocate with ADHD and dyslexia. The panel will be moderated by **Monica Elias**, CEO and Executive Producer of Elias World Media, a leading multimedia company specializing in enhancing brand visibility through video production and broadcast strategies. An innovative leader in communications, Monica has collaborated with top global brands, earning numerous industry awards for her impactful content. To learn more and register for the upcoming WJA Generating Community Impact Breakfast, visit <https://wedoauctions.com/bidapp/index.php?slug=wja>.

“WJA is very excited to highlight the exceptional talents of our Jewelry Loupe Project Designers, and to engage in meaningful discussions fostering equity and inclusion at JCK,” says Susan Chandler, President of the Women’s Jewelry Association and Chief Merchandising Officer of Citizen Watch America. “Our commitment remains steadfast—empowering women in the jewelry and watch industries, while fostering educational and mentorship opportunities for them. Vegas is a key international gathering for the trade and an essential venue to show solidarity and member engagement.”

Guided by its mission to advance women through networking, education, leadership development, and member services, the Women’s Jewelry Association is the premier business networking organization dedicated to enriching and advancing the professional lives of women in the trade. WJA is grateful to JCK,

Julius Klein Diamonds and SHR Jewelry Group for generously sponsoring this event and supporting the organization.

To learn more about WJA, visit www.womensjewelryassociation.com, or email info@womensjewelryassociation.com. For inquiries regarding this press release, contact [Pietra Communications](http://Pietra_Communications) by calling 212-913-9761 or email info@pietrapr.com.

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, 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.