

The Women's Jewelry Association partners with Citizen Watch America to release Citizen's Research Study unlocking Gen Z's buying potential for jewelry and watches

October 6, 2022 (New York, NY) – The Women's Jewelry Association (WJA) will host its fourth annual *Women's Executive Leadership Forum* on October 27th at Bohemian Hall in New York City, in partnership with Citizen Watch America. The fundraiser will benefit WJA members and support the industry through education, networking and mentorship.

The forum will be co-hosted by WJA partner Citizen Watch America who will present their latest research study "What Makes Gen Z Tick". The study looks at Gen Z and their relationship with jewelry and watches, and what it would take to secure a purchase. WJA's 2022 keynote and panel discussion will cover the behaviors, beliefs, attitudes, and drivers that motivate Gen Z consumers when considering jewelry and watch purchases and will benefit professionals in merchandising, marketing, consumer research, sales, and sustainability.

"GenZers are rapidly joining the workforce and are an important part of future brand growth. Our research project at Citizen was kicked off to gain a better understanding of Gen Z's interest in the watch and jewelry categories, not covered in general research. We also looked at this as an opportunity to partner with WJA and share key learnings that can impact our industry directly," says Susan Chandler, Chief Merchandising Officer, Citizen Watch America and President of WJA's International Board of Directors.

The speakers on the panel discussion will include Citizen Watch America's Chief Marketing Officer, Carla Wilke and Rob Harvath, VP of Consumer Insights. They are joined by Mark Beal author of 4 books on Gen Z.

WJA is proud to partner with the following event sponsors for this year's forum: Citizen Watch America, De Beers, JCK, Macy's, Stuller, and the Signet family of brands (including Kay Jewelers, Zales, Jared, Banter, JamesAllen.com, Diamonds Direct, and Rocksbox).

Attendees will walk away with strategic and practical recommendations on how to implement the findings into their business. Sponsorship packages are available and support WJA's continued programming and education initiatives that include benefits ranging from a three-hour interactive Gen Z workshop with Mark Beal to a custom keynote and Q&A for your organization and a "Gen Z" jewelry and watch study "highlights report" to share with your organization.

The Women's Executive Leadership Forum is a think-tank style convening of women leaders in the jewelry and watch industry. It was launched in 2019 to provide a platform for women executives to network and openly discuss opportunities and business challenges, and to develop solutions that would benefit the industry. This year's event is open to all jewelry and watch professionals and WJA encourages executives to bring along rising leaders within their organizations to provide mentorship and networking opportunities.

For more information on the 2022 Women's Executive Leadership Forum, and to purchase tickets, please visit: <https://www.womensjewelryassociation.com/welf>.

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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, visit www.womensjewelryassociation.com.

About CITIZEN WATCH AMERICA:

Citizen Watch America represents the sales and marketing for Citizen Group within the U.S., Caribbean and Latin American markets. The brands included within Citizen Watch America are Accutron, Alpina, Bulova, Citizen, and Frederique Constant.

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