DIAMOND DISTRICT MOURNS THE PASSING OF THREE ICONIC MEMBERS

New York’s Diamond District is shining less brightly following the recent, tragic loss of Richard Friedman. All those who had the great fortune of having Richard Friedman will truly miss one of the great icons of the diamond and jewelry trade.

Continued on page 6

SECURITY TECHNOLOGY SEMINAR A VALUABLE FORUM FOR BUSINESS OWNERS

Every business owner is looking for ways to improve security. Over 150 area merchants attended the Diamond District Partnership Security Technology Seminar this past May. All had the opportunity to discuss their security issues with law enforcement officials and discover the possibilities of 21st Century forensic marking security technology.

Continued on page 14

WHAT’S INSIDE

In the News, pg. 4; In Memorium, pg. 6 Industry Trends, pg. 8; Crime Section, pg 11; Diamond District Partnership News pg. 12; Industry Spotlight, pg 19
Dear Friends,

Before joining the Diamond District Partnership, I worked in a lower Manhattan office tower with a large picture window and an uptown view from which I witnessed the New York City skyline transform from the ground up. The visible progress of the rising Hudson Yards towers redrawing the horizon inspired awe.

American Top 40 host Casey Kasem’s famous quote, “Keep your feet on the ground and keep reaching for the stars,” is a reminder that upward progress begins at street level. New York may be one of the first places on earth where real skyscrapers began to rise, but down on the streets is where real New Yorkers are made.

47th Street is one of those streets, and the march of progress here is a story of ups and downs. Most would agree we’re on an upswing. As we sail upward together, the Diamond District Partnership pledges to keep our feet on the ground. Thus, the launch of the Diamond District Partnership Streetscape Improvement Project.

The Diamond District Partnership Streetscape Improvement Project is one of many goals we are undertaking to elevate the commercial environment of our district. A more attractive district attracts more customers, and this is our objective. There are many means to make this happen, but among the lofty aims to achieve progress is the need to attend to little things that add up in big ways.

Minimizing sidewalk clutter is one of these “little things.” There are six booths (2 phones each) between 5th and 6th Avenues on 47th Street. None are used, none are functional, but all are an impediment to the flow of pedestrian traffic on our street. We are now working closely with city officials to have them all removed. One set is already gone, and the removal is making a clear difference.

Sidewalk clutter is not limited to physical barriers, but aesthetics ones as well. Our industry is disproportionately dependent on postal delivery, which explains the nearly 20 postal relay boxes that line the sidewalks from avenue to avenue.

Rusty, dented, coated with stickers, graffiti, and layers of dull, peeling paint, these relay boxes are an eyesore and a buzzkill when seen by tourists who visit the district anticipated gilded streets and dazzling sights. By working with the US postal service, the Diamond District Partnership was able to arrange to have all these boxes removed and upgraded to shiny new models with anti-graffiti coatings.

Keep your eyes open, as more streetscape improvements are on the way. The Diamond District Partnership is fighting for you. So, go ahead and reach for those stars. We’ll be right here on the ground clearing the way for your success.

Sincerely,

Avi Fertig
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LVMH Debuts Blockchain Tracking System for Luxury Goods

Global luxury powerhouse LVMH introduced Aura, a new blockchain platform developed by Microsoft and software technology company ConsenSys, that will let luxury brands and consumers track their products from raw materials to point of sale, even those sold secondhand.

The platform has already signed up several LVMH Group brands, including Christian Dior and Louis Vuitton, and is already planning to bring more of its brands on board.

Aura has been launched industry-wide to allow any luxury brand, even LVMH competitors, to participate. During production of each product, the necessary information will be input on a blockchain ledger. That information would include data about the product’s ethical and environmental components, and authenticity verification. When purchasing the luxury item, consumers will receive the Aura certificate with all the product information.

De Beers, has also announced plans to develop a similar blockchain platform, called Tracr, which will make available to the entire diamond industry.

SOURCE: Rob Yates, jckonline.com

China Bourse to Promote Lab-Grown Diamonds

Rapaport News reported in May that the Guangzhou Diamond Exchange (GZDE) has signed a strategic cooperation agreement with China’s major synthetics suppliers to develop and promote lab-grown diamonds in the country.

The parties signed the contract last week during a forum on the benefits of synthetic stones that took place during the 2019 China International, Gold Jewellery & Gem Fair in Shenzhen.

The partnership is an effort to provide consistent demand for lab-grown diamonds in China’s fluctuating market, GZDE said Tuesday.

“The high-tech genes of lab-grown diamonds, the ability [for] stable supply, and its outstanding appearance, [which is the] same as natural diamonds, have opened a window for this new material,” said GZDE chairman Zhu Yongsheng. “In addition to the innovative application in jewelry through creative design, it could [create] cross-border development with other industries.”

The GZDE will promote lab-grown-diamond trading as a separate business, with synthetics dealers using a new GZDE logo that references them as a lab-grown seller, the exchange added.

SOURCE: Rapaport News
187-Year-Old Jewelry Store Closing

After six generations, family-owned Cornwell Jewelers in Athens, Ohio, is closing. The store was established 1832 by present owner Kim Cornwell’s great-great-great grandfather, John Cornwell. It’s been in continual operation ever since, aside from a brief hiatus between 1852 and 1856, when John closed the store to join the California Gold Rush. Kris Cornwell, 48, says the reason the store is closing is because after running the store for 25 years says she’s ready for “a break.”

SOURCE: Emili Vesilind, jckonline.com

Technology Leads Lucara Diamond Corp to 1,758ct. Diamond

A 1,758-carat diamond discovered in Botswana by Lucara Diamond Corp at the Karowe mine has overtaken the famed Lesedi La Rona as the largest rough stone ever found in the country. The company extracted the stone in an unbroken state using technology commissioned in 2015.

The stone was unearthed and has been characterized as near-gem due to varying quality throughout the dia-

JSA Celebrates 136 Years

The Jewelers Security Alliance recently celebrated its 136th anniversary. The organization was established on April 25, 1883 at 15 Maiden Lane in lower Manhattan by leading members of the U.S. jewelry industry.

Over the past 136 years, JSAs work in loss prevention training and information, and its assistance to law enforcement, has prevented countless crimes, saved countless lives, and assisted in the apprehension of an untold number of criminals.

Year in and year out, through good times and bad, through wars and depressions, JSA has followed its mission of helping to keep the jewelry industry safe. With the continued great support and cooperation that JSA receives from its 21,000 member locations, from local law enforcement agencies and from the FBI and other federal agencies, JSA looks forward to faithfully following its mission for the next 136 years.

SOURCE: Jewelers Security Alliance

Continued on page 12
THE NEW YORK DIAMOND DISTRICT GRIEVES FOLLOWING THE TRAGIC LOSS OF RICHARD FRIEDMAN

New York’s Diamond District is shining less brightly following the recent, tragic loss of Richard Friedman. All those who had the great fortune of having Richard Friedman as a colleague, friend and mentor will truly miss one of the great icons of the diamond and jewelry trade.

Richard’s love of the “block” and the industry was truly palpable, his warm smile and firm handshake always let you know that he cared about you. With each conversation you had with him you understood the depth of Richard’s commitment to everyone in his life and those he worked with each and every day.

Richard was always looking for ways to better the milieu within the Diamond District. He was ever present at BID Board meetings, offering insights, guidance, and always offering to lend a helping hand. His love of the diamond and jewelry business began as a young man continuing the family tradition of a business his father began in 1929 on the Bowery.

He truly loved the people, the art, and every aspect of being a part of his customers milestones within their lives. He most enjoyed time with his family and the momentous events within their lives, which was part of the fabric of his being. He was a mentor, a friend and a consummate gentleman.

Throughout his hard-fought battle with pancreatic cancer he never lost his love of the Diamond District. Even though he was unable to come to work in the last years, 47th Street was always on his mind, and he made sure to keep up with all the events and all that was going on within the Diamond District.

His love and passion for the industry continues on though his sons and his grandchildren, he will be missed most by his beloved wife of over 60 years, Ronnie.

BELIEVED GEM DEALER, RENOWNED INDUSTRY LEADER, RICHARD GREENWOOD DIES AT 70

Richard “Dick” Greenwood, the affable and widely respected gem dealer who was active in many industry associations, died on April 13. He was 70.

Greenwood headed A.F. Greenwood & Co., a gem company that was established by his father Frederick Greenwood in 1942. He began his career in the family gemstone business sorting amethyst with his brother at his parent’s dining room table.

After spending his college years working at the family office, he joined the business and never looked back. Under his leadership, A.F. Greenwood has grown to one of the largest and most respected gemstone suppliers in the country.

Greenwood was involved in a number of trade associations, often in a leadership role. He served as president of the American Gem Trade Association (AGTA) twice, chairman of the Jewelers Board of Trade, president of the New York Jewelers Group, president of the 24 Karat Club of the City of New York, and he was a board member of the Jewelers Vigilance Committee.

His reputation for integrity and wealth of experience and knowledge was well known and he was frequently called
upon for advice and counsel. Yet, for all his accomplishments, Doug Parker, a business partner and longtime friend of Greenwood’s, called him a “quiet giant who never took credit for things he did.”

“He didn’t have an ego,” Parker says. “He was humble, he was honest, he was loyal. He could see different sides of issues. He could understand different perspectives. He could find a resolution and mediate. He might not always agree, but he could discuss perspectives with people."

That was echoed by AGTA CEO Doug Hucker, who worked with Greenwood during his time as the group’s president.

“He was always even-tempered, always listened to people, and when he gave advice, you always felt, regardless of whatever side you were on, that he was thinking about what was best for the association.”

“He was not pretentious in any way, shape, or form,” he adds. “He was one of those guys that, the moment you met him, you felt like you were friends.”

Todd Wolleman, a fellow gem dealer, friend, and resident of the same town, called Greenwood a “fantastic listener” who was often called upon to settle disputes in the gem industry.

And though he became quite successful, he never acted like it, Wolleman says. “He was the earth, very middle-class, never glitzy. He wasn’t the kind of guy who would go to a cocktail reception and look for the head of Signet. He stressed relationships more than numbers in a bank account.”

Adds Wolleman: “They say some people know the price of everything and the value of nothing. Dick was the opposite. He knew the value of people.”

Greenwood is survived by Trudi, his wife of 47 years, as well as son Dan and daughter Amy


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**Famed Industry Leader Leo Schachter, 95**

Leo Schachter, whose famed international diamond company has borne his name for almost 70 years, died in early May at the age of 95.

Schachter launched Beck and Schachter Company on New York’s 47th Street in 1952, having learned the trade from his father, Max. The firm became a De Beers sightholder in 1966, and expanded beyond the US to Israel, Africa and the Far East.

It remained a family business, with many of Schachter’s five daughters and five sons-in-law becoming involved. The company moved its main sales and distributions to Tel Aviv in 1982, and in 1984 opened a cutting factory in Botswana. In 2016, the firm — now simply called Leo Schachter — joined Alrosa’s contract-sales program.

He was active in the Jewish community, and ardently supported Zionist causes, Jewish education, and charities, his company said in a statement. He cherished his relationships with three generations of offspring, and when asked how many grandchildren and great-grandchildren he had, he would invariably reply, “Not enough!”

Schachter and his wife, Shirley, had a home in Jerusalem for many years, dividing their time between Israel and the US, as they had family members living in both countries, the statement noted.

“His rare combination of dignity, modesty and generosity serves as an inspiration for his family and friends and as a guiding light for the company that he founded and built,” the company added.

“[Schachter] looked you straight in the eye, didn’t say that much, but quietly knew everything,” said Martin Rapaport, Chairman of the Rapaport Group. “He was straight and his advice, soft-spoken, was honest and good. He was generous with his wisdom. Someone you could look up to. I liked him and he liked me. Leo’s passing represents the end of a generation of great diamantaires.”

Schachter was an “icon of the diamond industry” and a longtime member of the Diamond Manufacturers & Importers of America (DMIA), added Ronnie VanderLinden, the DMIA’s president, in a statement.

Schachter died at his home in Lawrence, New York. He is survived by his wife, as well as his children, grandchildren and great-grandchildren.

SOURCE: Rapaport News
Reuters Report Unearths Gold Worth Billions Smuggled Out of Africa

An expansive investigative report from Reuters details how billions of dollars-worth of gold are being smuggled out of Africa every year through the United Arab Emirates in the Middle East to markets in China, Europe, United States and beyond.

Much of the gold was not recorded in the exports of African states. Five trade economists interviewed by Reuters said this indicates large amounts of gold are leaving Africa with no taxes being paid to the states that produce them.

Previous reports and studies have highlighted the black-market trade in gold mined by people, including children, who have no ties to big business, and dig or pan for it with little official oversight. Mercury and cyanide poisoning, child labor, ground water contamination, human rights abuses detailed in the report demonstrate the steep human and environmental cost of these illicit industries.

While there is no exact figure on the total value of the gold leaving Africa, Reuters has expended considerable resources to quantify the scale. Their data findings come to nearly 500 tons of smuggled gold valued in many tens of billions of dollars a year. These weights and values have increased exponentially since a similar study was undertaken in 2006.

Take the time to read this important report to gain a better understanding of the almost intractable challenges ethical businesses face in their efforts to eliminate the use of materials sourced through areas that exploit political and class conflict for profit and perpetuate human misery.


Diamond Research Gives Clues to the Formation of the Continents

GIA scientist Dr. Karen Smit is lead author of Science magazine article

CARLSBAD, Calif. – Diamonds, long prized for their beauty and rarity, continue to reveal clues about the early history of our planet. To better understand how the most ancient continents came to be, researchers examined tiny mineral remnants trapped in diamonds during the formation of the earth. The results were published today in Science magazine, in the article Sulfur Isotopes in Diamonds Reveal Differences in Continent Construction by GIA (Gemological Institute of America) research scientist Karen Smit; Steven B. Shirey and the late Erik H. Hauri of the Department of Terrestrial Magnetism of the Carnegie Institution for Science; and Richard A. Stern, a research scientist at the University of Alberta.

“Diamonds are one of the most valuable gems, not only as jewelry but also in geoscience,” said GIA research scientist Dr. Karen Smit, the lead author of the recently published article.
in Science. “The mineral inclusions in diamonds let us study the inaccessible depths of Earth – somewhere that today’s science cannot otherwise reach.”

The researchers examined diamonds from the Zimmi mining area near the Libera-Sierra Leone border, which is known for producing yellow diamonds. The Zimmi diamonds are classified as Type Ib diamonds because they have rare nitrogen impurities. Type Ib diamonds are exceptionally rare in nature, accounting for less than 0.1% of natural diamonds mined worldwide. By laser-cutting and polishing very thin plates from the Zimmi diamonds, the researchers were able to isolate and study sulphide inclusions, extracting chemical isotopes that offered clues to when the diamonds – and the deepest and oldest parts of the continents – formed.

“This kind of insight is possible only because of the unique characteristics of diamonds,” said Dr. Wuyi Wang, GIA vice president of research and development. “GIA’s significant investment in research, unique access to rare diamonds and the outstanding collaboration with the Carnegie Institution and the University of Alberta made this significant discovery possible.”

A summary of the Science article is available on GIA.edu: http://www.gia.edu/gia-news-research/diamond-research-gives-clues-formation-continents.

### Damaging Cover Story Recounts Sterling’s Alleged History of Harassment

A recent New York Times Magazine cover story on Signet Jewelers’ Sterling Division tells the unnerving saga of a storied company, its multi-generational culture of gender discrimination and sexual harassment, and the war it waged against those who sought to end it.

In a nearly-12,000-word piece, “The Company That Sells Love to America Had a Dark Secret,” writer Taffy Brodesser-Akner shares accounts she obtained through dozens of interviews with female former Sterling employees.

The common theme of these stories is of women with records of stellar sales performance repeatedly passed over for promotions or raises in favor of decidedly-mediocre male colleagues.

According to a report posted on www.jckonline.com, “Brodesser-Akner also spoke with several former employees—some of whom have joined a long-running discrimination class action against the company—who testified to incidents of on-the-job harassment, ranging from inappropriate comments to sexual coercion.” The article in the Times Magazine was particularly “detailed and searing and included one account of rape.”

Disturbing, eye-opening, and distressing are several phrases that may come to mind when reading this article. Another is “must-read”.

You can easily find these articles online via Google keywords:
- NY Times bombshell-sterling-piece (jckonline.com)
- The Company That Sells Love to America Had a Dark Secret (nytimes.com)

**SOURCES:** Emili Vesilind, Rob Yates, jckonline.com; Taffy Brodesser-Akner, nytimes.com

*NOTE: For easy access to these important market stories, rather than type the entire URL into your browser, visit online at www.diamonddistrict.org.*
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Diamonds are still forever as long as they cost $2,500 or less, according to a new study conducted by the Harris Poll about the attitudes of young Americans towards marriage.

While the nationwide average price for a diamond engagement ring price is $5,000, the study, which surveyed 3,054 U.S. adults and teens, ages 15 and older, found an overwhelming majority of Generation Z and millennial consumers feel an engagement ring should cost less than $2,500.

The largest age segment to share this view, were “Gen Z” shoppers, the generation born between the years 1995 and 2015, of which 80% feel that an engagement ring should cost no more than $2,500: 54% wanted to spend less than $1,000 on a ring, and 28% felt the appropriate price tag for a ring lay somewhere between $1,000 and $2,500. Only 11% expected having to pay in the range of $2,500 and $5,000, and even fewer, less than 7%, anticipated shelling out $5,000 or more.

Millennials, the generation born between 1981 to 1996, were willing to spend slightly more: 39% valued an engagement ring at nearly $1,000, 30% were willing to go as high as $2,500, and 18% were comfortable within the range of $2,500–$5,000. Only 14% expected to spend above $5,000.
De Beers is on course to increase annual production at Debmarine Namibia by 500,000 through the construction of a new diamond-recovery vessel.

Building the ship, which will be the seventh in De Beers’ fleet, will cost nearly $468 million to build and is expected to increase annual output from the country by 35%. Anglo American, the miner’s parent company, will contribute $234 million, half the cost of the ship, and the Namibian government will fund the other half.

“The some of the highest-quality diamonds in the world are found at sea, off the Namibian coast,” said De Beers CEO Bruce Cleaver. “With this investment, we will be able to optimize new technology to find and recover diamonds more efficiently and meet growing consumer demand across the globe.”

The Debmarine Namibia ships operate at approximately 120 to 140 meters below sea level in the Atlantic Ocean off the coast of Namibia. De Beers paid $157 million for its last marine vessel, which came into operation in June 2017.

The new ship will pay for itself within three years, added Anglo American CEO Mark Cutifani. De Beers expects it to begin production in 2022.

SOURCE: Rapaport News

GIA Alarmed by Discovery of Natural-Synthetic Blue Diamond

The Gemological Institute of America (GIA) has made an alarming discovery, namely, a natural white diamond covered by a thin (80 microns, or 0.003 inches) synthetic layer that colors it blue – and has warned that more such composites might be on the market.

The 0.33-carat stone is a composite of CVD synthetic Type IIb diamond overgrowth on a natural Type Ia diamond. This is the not the first synthetic-natural hybrid diamond, as GIA notes that CVD diamond films have been applied to natural diamonds since the 1960s, and the successful addition of CVD-grown diamond layers on top of mined diamonds happened in 1993. But GIA says this synthetic overgrowth on a natural diamond with a Fancy color grade is the first it has ever seen.

Nitrogen is the most abundant defect in natural diamonds, and indeed was the substance forming the diamond substrate. Boron, on the other hand, is a rare impurity in natural diamonds that turns these exceptional stones blue. GIA writes it is “very unusual” to see both nitrogen and boron defects in a single diamond, but that is precisely what GIA found in this “boron-doped CVD synthetic”. GIA Spots Natural-Synthetic Hybrid Diamond

SOURCE: www.thediamondloupe.com
DIAMOND DISTRICT PARTNERSHIP STREETSCAPE IMPROVEMENT PROJECT

A more attractive district is a crucial step to attracting more customers and commerce, which is why a key ongoing initiative of Diamond District Partnership is to improve the physical conditions in our district.

The range of these improvements span from mundane to expansive. Efforts to achieve several of these expansive goals are underway. But progress is ongoing, and we are proud to report that several, perhaps less noticeable, enhancements were very recently been achieved.

We're Phoning It Out

Few people use payphones these days, but every pedestrian has to walk around them. A crucial facet of the Diamond District Partnership’s long-term Streetscape Improvement Project is to make 47th Street easier for pedestrians to navigate by reducing sidewalk bottlenecks and removing sidewalk clutter.

There are six double payphone booths on 47th Street and none are in operation. We decided it’s time for them to go. The removals began in mid-May and now we’re down to five. Each removal requires a separate request, permit application, and city inspection. It’s a slow and tedious process, but with determination and patience, we will get rid of them all.

As you can see from the before and after photos from the East and West direction, removing these booths will dramatically increase pedestrian flow on the sidewalk. Removing the payphones will go a long way to making our district a more pleasant and accessible area for the hundreds of thousands of tourists who visit NYC each year.

The Change is in the Mail

Not all sidewalk clutter is expendable. Our industry relies on the United States Postal Service quite a bit, which explains the nearly 20 large, green USPS mail relay boxes that line the street from avenue to avenue.

But necessary or not, the ancient, filthy, graffiti covered relay boxes coated in stickers and dozens of layers of dull paint dating back to the 80s were an unnecessary eyesore we targeted to improve.

And we did, several weeks ago, when overnight, all the rusting relics were removed and replaced with smooth, shiny new models that come complete with an attractive, anti-graffiti coating. They look great, and this is just the beginning. Stay tuned.
SECURITY TECHNOLOGY SEMINAR A VALUABLE FORUM FOR BUSINESS OWNERS

Enhancing security is on every business owner’s mind. Specifically, those whose trade is in high value merchandise. More than 150 local merchants attended the Diamond District Partnership Security Technology Seminar this past May. All had the opportunity to discuss their security issues with law enforcement officials and discover the possibilities of 21st Century forensic marking security technology during a presentation from industry-innovator CSI Protect.
Man Gets 9 Months in Prison for Unreturned Envelope

Azerbaijan native Ali Amadov traveled to Israel with his parents so his father could undergo cancer treatment. He may have thought things were looking up the day he found an envelope containing half a million dollars’ worth of diamonds a previous customer accidentally left behind on the store counter.

Amadov must have noticed the envelope as he was leaving because he returned a short time later to snatch the envelope while the business owner was distracted. Using security camera footage, police quickly found Amadov and placed him under arrest. Tel Aviv Magistrates Court sentenced him to nine months in prison.

SOURCE: www.israelhayom.com

Perfect Plan to Foil the Perfect Crime Bungled by Imperfect Police

Brian Hassine, the owner of Nuggets & Carats in Laguna Niguel, California arrived at his store the morning of March 25 and found the back door of his store wide open, a pile of rubble beneath a gaping, 3-foot hole cut into the roof over his showroom floor, and $1.2 million dollars in merchandise gone.

After reviewing surveillance videos, Hassine was able to determine that a group of thieves in two SUVs had arrived after closing, 24 hours prior to the break in, and cut the electric supply to the store alarm system. They returned 12 hours later after the battery providing temporary backup power supply for the burglar alarm had run down.

With the alarm system now disarmed, the thieves cut a hole into the roof and entered undetected. Once inside, the thieves spent the next several hours blowtorch a hole into the side of a 5,000 lb. steel-and-concrete safe containing $1.2 in store merchandise and tens of thousands of dollars-worth of customers’ jewelry awaiting repair.

Hassine, a former New Yorker living in Southern California since 1982 never lost his city boy street smarts. He spent the next three weeks speaking to detectives from various police agencies and jewelers in Southern California about similar burglaries. His findings led him to conclude his store likely was robbed by a so-called burglary tourism gang that traveled to Southern California on travel visas to target high-end homes, businesses and automobiles.

Hassine received a major break in the case when another store owner called to let him know that the night before they someone had tampered with their alarm power supply, similar to the events preceding the robbery at his store in Laguna Niguel. Clearly, the thieves were planning to wait until the battery supply ran out and would return that night.

He alerted the police and then hid behind the second store and waited for the thieves. Sure enough, within several hours, two SUVs pulled up behind the store. The men climbed to the roof and began to cut an entrance hole. Hassine called the police, who showed with lights flashing, then failed to block all the parking lot exits. This tactical blunder gave the thieves, who bolted to their cars at the first sign of law enforcement, an easy passage for escape.

Later that evening, several miles away, five Chilean nationals in a black SUV were taken into custody for driving without identification. Though initially considered possible suspects in the attempted robbery, the police concluded there was no evidence to link them to the incident. The police cited the driver for operating a motor vehicle without a license and released all five the next morning.

All that remains is the 3-foot-wide hole the burglars cut into the roof of Nuggets & Carets in Laguna Niguel. Hassine says he has no plans to repair it. “I want to make sure people know why we have no jewelry in the store,” he said. “I want to memorialize it until we are made whole.”

SOURCE: Scott Schwebke

Continued on page 18
Sign Up for the Fastest Way to Get the Latest Diamond District News

The latest edition of the Diamond District Monthly appears in news boxes up and down 47th Street on the first of every month. Now is your chance to bring it even closer!

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2 Thieves, One Hammer, and $200K in Jewelry Gone in 30 Seconds

It took one hammer and 30 seconds for two Georgia mall thieves to smash a glass display inside and get away with $200,000 worth of diamond rings, according to local police.

On April 15, one of the suspects walked into the Crescent Jewelers inside the Sugarloaf Mills Mall in Lawrenceville, Georgia, and asked to see several necklaces. The man looked through some of the merchandise on display before leaving the store. He returned moments later with the second alleged suspect.

The second man asked to see several diamond rings. Suddenly, he grabbed a hammer from his waistband and shattered a display case containing rows of diamond engagement rings.

Witnesses stated the suspects had on back packs, and video surveillance footage shows the two men grabbing several trays containing diamond rings, placing them inside the bags, and exiting the store, all within about 30 seconds.

The thieves were described as black males, between 25- to 35-years-old with tattoos on their faces. They allegedly exited the mall into a parking lot and fled the scene in a black Mitsubishi SUV.

SOURCE: Christina Carrega, WSBTV

Cartier Sues Alleged Counterfeiter

Cartier and Van Cleef & Arpels have filed a lawsuit against a Florida jeweler, claiming willful infringement on a number of the luxury jewelers’ famous trademarked collections.

Scott King Inc., registered for business as Florida Diamond Brokers and King Jewelers, allegedly sold imitations of jewelry belonging to the Richemont-owned divisions, the May 6 suit, filed in the US District Court of Florida, claims.

In November 2018, a representative of Cartier and Van Cleef visited King Jewelers, and noticed the store was selling counterfeit copies of the jewelers’ pieces. Those imitations included Van Cleef’s Alhambra and Perlée collections, as well as Cartier’s Love and Juste un Clou collections, engraved with the brands’ trademarked name, the suit claims. The prices for the items ranged from $900 to $1,125 for earrings, and more than $6,000 for bracelets, a similar range to Cartier and Van Cleef’s own prices.

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The same representative returned to the store the following month, and again in February, according to the lawsuit. During the first visit, employees of King Jewelers allegedly informed the representative that the jewelry was not authentic Van Cleef and Cartier pieces, but rather “inspiration” jewels made to look like them. An employee also said the products were not listed in the store’s catalogues because they “don’t want to get in trouble.”

Cartier and Van Cleef are asking the court to order King Jewelers to turn over all its counterfeit jewelry to them for destruction, and to recall any pieces it has distributed to retailers and other customers. They are also suing for the total amount of profits King Jewelers has made from all sales of the copied pieces, plus up to $2 million per counterfeited collection and per each jewelry category (bracelets, rings, etc.) within those collections.

SOURCE: Rapaport News
**JSA: Nationwide Pattern of Burglars Cutting Power Lines to Disable Jewelry Store Alarm Systems**

On April 17, 2019 Jewelers Security Alliance (JSA) issued a Crime Alert reporting on a burglary of a Laguna Niguel jewelry store in which the power lines were cut, burglars came through the roof, and cut into the safe, taking a large amount of merchandise. (NOTE: Read more about this burglary in Crime Report on Page 16)

JSA has now received reports of over 30 cases in which burglars have cut the power lines to jewelry stores in order to disable the stores alarm systems. It has been reported that power lines to jewelry stores were cut in Florida, Colorado, California, Indiana, Idaho, Illinois, Utah and in Canada.

The burglars cut the power lines soon after a store has closed for the night, and then wait nearby to see the response by the owner or police. The burglars have not carried out safe burglaries at all these stores. After cutting the wires, the burglars watch and wait. If the burglars feel safe after having witnessed the owner or police response or lack of response to the cut wires, they will break into the store, often by cutting through the roof or sidewall. They will then attack the safe, usually cutting into it, and sometimes torching it.

**JSA MAKES THE FOLLOWING RECOMMENDATIONS:**

- Jewelers must respond to cases of power interruptions at their stores.
- Make sure that your call list at the alarm company includes the owner and enough employees who will be available to respond, including during vacations, weekend and holiday nights, and at all other times.
- Jewelers should not respond alone and need police to accompany them.
- Police should be alerted that there may be burglars near the store watching to see the response to the power line cut.
- You must have alarm protection for your store that covers all possible means of entry, including the roof and sidewalks.

- You must have line security to protect you if your alarm system is disabled.
- The interior and exterior of the premises must be checked, including the roof and all possible means of entry.
- TL-15 and TL 30 U.L. rated safes can easily be entered by burglars using tools commonly available. A safe rated TRTL 30x6 will offer much better protection.

If your store has experienced a cut power line, please notify JSA which is actively working with law enforcement regarding this condition.

**Email Fraud Alert for Diamond District Merchants**

It has come to the attention of the Diamond District Partnership that several local diamond district merchants received fraudulent emails purporting to be an invoice from the Diamond District Partnership. While it is unclear how many merchants received the email, there is reason to believe that at the very least it was sent to all merchants listed on the www.diamonddistrict.org website.

The body of the email is a letter demanding payment for an open invoice and signed by a person named “Theresa Robert”. There is no such person employed by the Diamond District Partnership.

The reply email address is associated with a known scammer and WAS NOT sent by the Diamond District Monthly, Diamond District Partnership, or any other legitimate source.

If you already received this email, or any other that makes a similar claim:

**DO NOT OPEN CLICK ON ANY LINKS, OR OPEN ANY ATTACHMENTS IT MAY CONTAIN, AND DO NOT RESPOND**

It goes without saying that you should not send any payments.

Below is a copy of the scam email being sent to diamond district merchants:

```
From: The Diamond District <service@diamonddistrict.org>
Reply-To: The Diamond District <department55@gmail.com>
Date: Thursday, May 23, 2019 at 7:43 AM
Subject: due payment

I would like you to confirm to me the status of your owed and unsettled payment if there is any. Please reply back to us immediately with the aggregate amount owed with the corresponding due dates for payment and invoices respectively.

I expect to read your immediate response and compliance to this message and I shall appreciate your obedience accordingly.

Theresa Robert
Marketing Manager

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