

JA News Wire
Company Bulletins

Send us your photos!

Send us a couple of photos of your store, your team, and even a great case you want to show off and we'll feature it in an upcoming newsletter. We want to show off our great stores and the people that make them special, so don't delay!



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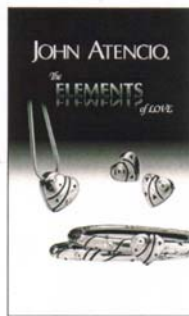
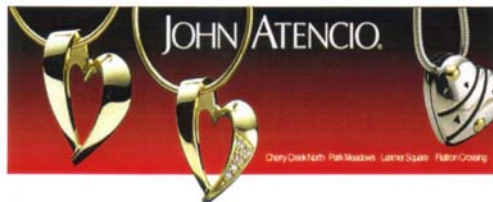
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THE JA JEWEL



Jan. 2003

A Kiss to Last Forever...



Volume 2, Issue 1



Valentines Day 2003...

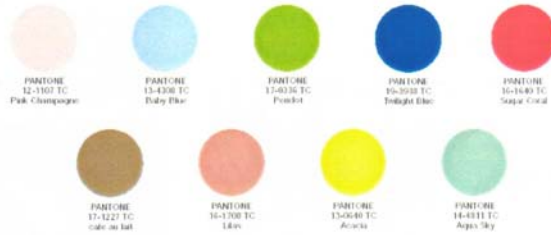
With a successful holiday season just behind us, we're gearing up for a great Valentine's Day with wonderful new hearts and a great promotion to entice our customers. John's new Signature Gold Kiss Heart and the new Elements heart earrings, pendants and bracelets will be hot this Valentine's Day. Coupled with great advertising and an incentive of \$25 off any heart jewelry as well as a 9-piece box of truffles from Stephany's with every Valentine's Day purchase, our customers will really be thrilled. Not enough? How about another raffle like last year? Stephany's Chocolates will be giving away 14 John Atencio heart pendants. You'll be receiving more details in the near future. ♥



Designer/Editor: Cheri Gerson

Fashion News...

According to New York Fashion Week, Spring 2003 will be filled with “uplifting, serene, light, and soothing colors in palettes ranging from delicate pastels to sugary corals and calming blues— reflecting a mood of hope and optimism.” Just like the theme of Spring, the colors reflect a sense of beauty and renewal. According to the Fashion Wire Daily Report, this season is filled with muted sparkle. Gone are the hippie chick revival and hard-edge jewelry. A simpler, cleaner look is back with feminine classics that embrace individuality while maintaining an eclectic and eccentric feel. Curve-hugging, skin-baring modern retro styles are in. Look for sexy heels, satchel bags, and romantic lingerie.



What's hot in jewelry?

- Big, bold necklaces strung with soft, opaque colors
- Anything soft and romantic that matches the color palette on the left

JOHN ATENCIO VALENTINES DAY 2003

A Kiss to last forever...



JOHN ATENCIO
“The jeweler with a heart”

John Atencio Cherry Creek



The first Cherry Creek store opened in 1977 as the second John Atencio boutique. For the last 3 years, Patty has been the store manager with Barbara and Val at her side keeping business strong. The Cherry Creek store also serves as our repair center. Keith is available for cleaning and repairs Tuesday–Saturday from 10:00a.m.—4:00p.m.



Looking For the Perfect Gift?

This January and February, there's so much to choose from. We've got Elements jewelry with Garnet, January's birthstone and a perfect less expensive alternative to Signature Gold ruby jewelry. Amethyst is February's birthstone, but since it's Valentine's Day and love is in the air, don't forget that diamonds are a girl's best friend!

Studio News

Great news from the studio! Production is up 71% over last year with standard orders at a 4 week return. With all of the activity going on, please be sure to call in special requests with accelerated due dates. On another note, there are 101 new designs on the table in various stages of R&D. This indicates lots of new product will be released this spring and early summer. We'll keep you posted on when to expect it in your store.

"Where else can you go and have this much fun?"

Website News...

The new John Atencio website has been up and running for a few weeks now and we're happy to report that we are getting a lot of traffic. We have a lot of new people signing up on our mailing list which will enable us to email special offers and information from time-to-time. Please take a moment to check it out when you have a chance. We will continue to make changes including adding new images at least quarterly. Please send your customers to the website to gain valuable information about John, our company, policies, store hours, new collections, and more!

Community Involvement



This winter, John Atencio Inc. has been a proud contributor to such organizations as:

- | | |
|------------------------|---------------------------|
| Project Kids Worldwide | Colorado State University |
| Colorado Symphony | Saturday Night Live |
| Cancer League | Fresh Start |

We look forward to another year of meaningful contributions to the communities we live and work in and hope you will join us in making great connections!



JOHN ATENCIO®



Valentines Day 2003

JANUARY CALENDAR

- 1st—New Year's Day
- 15th—Valentines Day updates on website
- 16th—Manager's Meeting
- 20th—Valentines Day email out
- Martin Luther King, Jr. Day
- 27th—Valentines Day mailing out

FEBRUARY CALENDAR

- 2nd—Groundhog Day
- 14th—Valentines Day
- 17th—President's Day

Happy Birthday to all!

Ngoc B. Nguyen	Studio	1-Jan
Mahama		
Almoustapha	Studio	1-Jan
Tri Vi Nguy	Studio	4-Jan
Geoffrey Ludwig	Studio	5-Jan
Peter Martling	Studio	12-Jan
Nancy Cannon	Studio	18-Jan
Dana Coles	Studio	31-Jan
Mai Truong	Studio	16-Jan
Aileen Johnsrud	Studio	17-Jan
Catherine Roth	Boulder	29-Jan
Erika Schmidt	Scottsdale	3-Feb
David Atencio	Studio	23-Feb

A warm thank you goes out from John and all of us to those of you who have worked so hard over the years! Happy Anniversary!!!

Years of Service

Michael Atencio	Studio	14
Phuong Nguyen	Studio	7
Tracey Head	Studio	7
Nancy Cannon	Studio	5
Kevin Massey	Studio	3
Ngu Ba Do	Studio	1

