

**EARRINGS:** The Power Player earrings are not too big, not too colorful and not too swifty. They should add a glimmer of gold and a glint of gems in a restrained yet elegant way.

**PRODUCT DETAILS:** 18K big Baubles earrings with black diamonds, by **Syna**  
**MSRP: \$3,850**  
synajewels.com



## CUSTOMER TYPES

# THE POWER PLAYER

**T R U E**, there are countless articles about the “glass ceiling” and 77 cents earned per every man’s dollar, but there are still many women winning at the corporate game. And when they suit up for action, they want the appropriate accessories. Nothing denotes power like the gleam of gold and platinum. Simple silhouettes, monochromatic colors and quiet bling are the way to go for jewels that can command attention in the boardroom. — STORY BY CINDY EDELSTEIN

**BRACELET:** A power gold cuff is a great balance to the power watches that men wear. And simple, unfussy shapes can be feminized with pearls or gems and a bit of soft chain.

**PRODUCT DETAILS:** 18K Tahitian pearl cuff by **Jemma Wynne**  
**MSRP: \$7,350**  
jemmawynne.com



**NECKLACE:** The Power Player is always on the go, so jewelry that can be combined, worn different ways and converted is always the best idea for her to get more looks from a few pieces.

**PRODUCT DETAILS:** 24K handcrafted gold necklace or bracelet that can be worn as a single strand or in multiple layers, by **Gurhan**  
**MSRP: \$10,500**  
gurhan.com



**RING:** A gold ring with monochromatic colored gems and a minimalist silhouette will work with every business outfit. Steer clear of trendy colors, odd shapes and funky textures. This is where restraint really pays off.

**PRODUCT DETAILS:** 18K rose gold and diamond ring with eight natural color diamonds (0.93 TCW) and seven white diamonds (0.12 TCW), by **Alex Sepkus**  
**MSRP: \$8,035**  
alexsepkus.com



### ABOUT THE AUTHOR

Cindy Edelstein owns Jeweler’s Resource Bureau, a niche marketing firm that offers the industry solutions for helping designers and retailers connect and profit together. Visit [jewelrydesignerfinder.com](http://jewelrydesignerfinder.com) to sign up for her trend newsletter and follow her on Twitter at @JewelryBizGuru.