

SAT/SUN AUGUST 23-24, 2025 | COBB GALLERIA CENTRE | ATLANTA, GA

# AJS Fall Show



REGISTER TODAY!



Image: Victor Corp./Ostbye

**CELEBRATE!**  
**75 Years of Excellence**  
**at the AJS Fall Show**  
  
This August, the Atlanta Jewelry Show proudly continues its milestone **75th Anniversary Celebration** at the AJS Fall Show.

Join us for this exceptional opportunity to prepare your business for the crucial holiday season!

*Register today!*



Image: Reko Settings

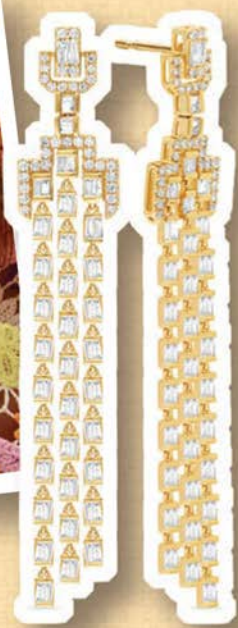


Image: Hari Jewels

\*Diamond Sponsor  
**150**  
**BULOVA**  
LEGENDARY SINCE 1875

Image: Bulova\*

## PROGRAM HIGHLIGHTS | FALL 2025

**[new!] Match & Meet Program:** Maximize your time at the show! Visit the **Match & Meet Concierge Desk** for one-on-one guidance and personalized exhibitor connections based on your store's goals and merchandise needs.

### AJS After Hours

When the show floor closes, the real fun begins. Unwind and connect with your industry crew in a relaxed setting with music, laughs, and unforgettable moments.



**Friday Night Icebreakers**  
Cocktails and conversations!  
6-7:30 pm @ Renaissance Waverly Hotel



**Saturday Night "Social"** Our "After Dark" Party returns with a Yacht Rock theme—smooth grooves and seaside vibes on the dance floor. 8:30 pm to midnight @ Renaissance Waverly Hotel.



### Local Happenings

- **Atlanta Braves vs. New York Mets:** Fri., August 22, 2025 & Sat., August 23, 7:15 PM @ Truist Park
- **Jason Aldean Full Throttle Tour:** Sat., August 23, 7:30 PM @ Ameris Bank Amphitheatre
- **The Battery @ Truist Park:** Restaurants, shopping, and entertainment (Truist Park connected to Cobb Galleria via Sky Bridge)



### AJS Kids Camp 2.0

A refreshed two-tiered program with hands-on experiences and our new Business Track—the first youth entrepreneurship journey in the jewelry industry.

- **Kids Jewelry Camp** (Ages 7–11) Fun, age-appropriate jewelry-making projects with experienced instructors, interactive lessons, and behind-the-scenes design insights.
- **Next GEM [Generation Emerging Makers]** (Ages 12–17) Advanced techniques with real tools, mentor-ship, and pre-professional training — including a business track where teens launch their own brand.

**Pre-Registration is Required**  
For more details, visit the AJS website, "The Show."

**Camp Fees:**  
\$100 per child per day (Saturday or Sunday)  
\$150 per child: both days

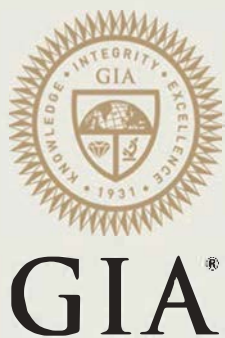


Atlanta Jewelry Show®

[atlantajewelrysthows.com](http://atlantajewelrysthows.com) | 800-241-0399

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We are excited to have you join us for the **GIA Gem Identification Lab**, an exceptional opportunity to gain hands-on experience and expertise in gem identification.

To secure your spot in this highly sought-after course, please scan the QR code and complete your registration by filling out the form.



**GEM IDENTIFICATION LAB:**  
August 19-23, 2025, Tuesday - Saturday

### SEATS:

Limited to the first 15 registered students

Don't miss out on this chance to learn from the best offered by the Gemological Institute of America and have the opportunity to attend the Atlanta Jewelry Show at the end of the class.

### Register now

to ensure your place in the lab:  
[www.atlantajewelrysthew.com/gia-sessions/](http://www.atlantajewelrysthew.com/gia-sessions/)

**Pay by Check: \$2,975**

**Pay by Credit Card: \$3,025**

# AJS Learning Lab

## (Show Floor)

Free, on-the-show-floor learning sessions for your entire team – practical and timely topics to keep your staff informed, inspired, and ahead of the curve.

### Industry Trends & Buyer Insights

From wedding styles to colored stones and diamond trends, get timely insights that help you buy smart for holiday sales. We'll also cover tariffs, pricing shifts, and the growing demand for sustainability and sourcing transparency.

### Digital Marketing & E-Commerce Strategy

Your customers are online – are you meeting them there? These sessions offer practical tools to sharpen your social media, find your ideal audience, and boost your e-commerce game. Learn how to show up where your customers scroll and sell in the spaces they trust.

### Branding Beyond the Logo: Create Moments That Matter

Your brand is more than a logo – it's the story your store tells. These sessions show how to use product selection, visuals, and in-store experiences to connect with customers and turn every visit into a memorable moment that builds loyalty.

### Sales & Customer Engagement

It's not just what you sell – it's how you sell it. This track focuses on skill drills, expert advice, and peer insights to help you engage, listen, and close with confidence. Learn techniques that build trust and keep customers coming back.

### Business Operations & Succession Planning

Strong stores start behind the scenes. These sessions explore smarter systems, leadership transitions, and long-term strategies to keep your business running smoothly – and set up for future success.

### Innovation & Future-Proofing Your Business

Stay competitive by staying current. Whether it's using AI to streamline marketing or embracing new tools that enhance customer experience, these sessions make innovation approachable and actionable – just in time for holiday sales.

### At the Bench - Skills and Tools That Wow the Customer

Your bench work is more than craftsmanship – it's a showpiece. Learn how to turn tools, techniques, and repairs into customer engagement moments that build trust and drive sales.

*Full educational schedule, dates, times and speakers can be found on the AJS website.*



## BRAND NEW to AJS?

Scan here to  
PICK A PERK

**BENCH FUSION**  
BY AJS

**[march 2026]**

### Bench Fusion (March Only Event)

This exclusive spring event offers bench jewelers a paid weekend pass featuring hands-on education, live demos, and peer networking. It's the industry's first dedicated experience designed to connect and elevate working jewelers.

### FOLLOW US ON SOCIAL MEDIA!

Special show announcements will be broadcast on all AJS Social Media channels. All attendees are invited to join the Atlanta Jewelry Show 24/7 Closed Facebook Group.



Not already a member of the AJS 24/7 Closed Facebook Group? Scan this QR code and REQUEST TO JOIN or visit our Facebook link:

[www.facebook.com/groups/AtlantaJewelryShow24x7](https://www.facebook.com/groups/AtlantaJewelryShow24x7)

## \$10 BUYER LUNCH AT THE CAFÉ

Recharge without missing the action! Enjoy a hot, satisfying meal for just \$10 at our on-site Café - no need to leave and miss your next great find!

THE  
**Café**



12:00 pm - 2:30 pm daily  
The Café / Show Floor