

"Jewelry has to look good inside-out". I have always acceded to this quote, but I only learned the real meaning behind it after I had completed my internship at the Custom Designer Jewelry Company *Janis by Janis Savitt* in New York during the summer 2012. Janis Savitt launched her first independent collection titled *Janis by Janis Savitt* in 2009 after she and her sister had gained world-wide recognition with their *M&J Savitt* jewelry line.

This internship entailed assisting the jewelry designer and the entire staff with day-to-day operations and special projects. Among others, my duties included quality controlling the jewelry after picking up the goods at local manufacturing companies, assisting and processing the orders for Ralph Lauren, creating inventory databases using Excel and several other clerical and administrative jobs. My responsibilities also included the correct presentation of the latest jewelry collection in the showroom which made me learn a great deal about how to present jewelry in the most favorable way and how to clean the pieces and props professionally. Furthermore, I was in charge of handling the fashion magazine requests which led me to a daily interaction with magazines like Marie Claire, Vogue and Elle. I was also given the honor to select a jewelry pool for a particular story covered in one of the Cosmopolitan summer issues. I also got the opportunity to create a website which required proficiency in several computer softwares. Besides that, I have also been made responsible for creating a brandbook for the company's business trip to China. In addition, I was improving the company's appearance in social networks and maintained it attractive to the customers. Subsequently, I saw the advantages of applying new media- an increase in pool of interested clients and business partners. In order to fully succeed in my mentioned tasks above, I was meticulously memorizing and practicing the entire Swarovski Crystal Color Chart, the complete range of shades of plating and the exact terminology for certain jewelry types and elements.

Vivien Kis
Janis by Janis Savitt
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On top of it, I personally got to meet giants in the jewelry business, among others Swarovski and Ralph Lauren. Additionally, I could take part in a summer Accessoires Trade Show at New York City's largest convention complex, the Javits Center. I learned a great deal about how trade shows operate and what it takes to make a successful appearance. At the show, I helped arranging and decorating the booth and assisted clients with their jewelry purchases. In my leisure time, I was drawing and working on my own designs with which I received help from experts I have met in this exciting and versatile business.