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**JA New York Announces Important Change to Show Cadence  
*Strategically Timed Fall and Spring Events to Create Destination Event for Retailers, Brands  
and Manufacturers***

New York, NY—In their ongoing commitment to respond to the needs of their community while also offering value to the fine jewelry industry at large, JA New York Show Management is continually monitoring the benefits each of their JA New York events provides to the market. Based on feedback from their exhibitor and retail partners, the team has made the decision to strengthen their two, book-ending events in Spring and Fall, and no longer produce their Summer shows. The choice to focus on these two events was made, in large part, to support the changing buying habits of their retailers; the Spring event is strategically timed in advance of Mother’s Day, while the Fall event will allow their attending retailers to stock their cases in time for the busy holiday selling season.

“When we launched our third event, JA New York Fall, in 2004, the landscape of the fine jewelry industry was very different,” explains Group Show Director, Mark Lind. “We’re looking forward to concentrating all of our efforts on building upon the success of our two, mainstay events in October and March. We are confident that this adjustment to our show cadence will better satisfy the needs of the industry, and that JA New York will become a leading destination for retailers, manufacturers and brands in the most important jewelry market in the United States.”

New initiatives being introduced in 2023 include an expanded hosted buyer program, more robust education offerings and new international and specialty pavilions. Additionally, the show’s qualifying process will be examined on a continual basis to ensure they safeguard the quality of attendees to each of their events.

The 2022 Fall event is taking place at the Jacob Javits Center in New York City, October 23-25, while the 2023 Spring event will be held March 5-7. For more information or to schedule an interview with a member of the management team, please contact Michelle Orman at (646) 302-5521 or via email at [Michelle@LastWordComm.com](mailto:Michelle@LastWordComm.com).

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