

JA New York to Unveil Bold New Look and Elevated Show Experience This October

New brand identity, expanded education, VIP Buyers Program and industry collaborations signal an exciting new chapter for the iconic jewelry trade show

NEW YORK, NY, UNITED STATES, October 15, 2026 /EINPresswire.com/ -- JA New York is preparing to unveil a fresh new look and an enhanced show experience at its upcoming Fall Show, October 25–27, 2026, at the Jacob K. Javits Convention Center in New York City. Produced by INSTORE, the event will introduce a new visual identity alongside a series of initiatives designed to strengthen business connections, enrich the attendee experience and reaffirm JA New York's place as a leading marketplace for the fine jewelry industry.

The new branding marks an important step in JA New York's evolution under INSTORE and SmartWork Media. Drawing inspiration from the energy and sophistication of New York City, the refreshed identity features a rich navy-and-gold color palette, elegant jewelry-inspired linework and architectural elements celebrating the city's iconic skyline. The result is a modern, elevated look that honors the show's longstanding heritage while reflecting its renewed commitment to the retailers, designers, manufacturers and suppliers who make up the jewelry community.



JA NY logo



Built around the idea that “New York is the Draw,” the new brand connects the city's distinctive character with the business opportunities and relationships that have defined JA New York for generations. The refreshed identity will come to life throughout the Fall Show, from the entrance and show floor to educational programming and attendee experiences.

“JA New York has always been about connection, and this year, we’re raising the bar,” said Krista Collins Walters, Publisher of INSTORE and Vice President of Jewelry. “Our new branding reflects a shift toward a more intentional attendee journey, anchored by the incredible exhibitors who make this show possible. By layering in new education tracks, a curated VIP program, and collaborations with Jewelers of America and NYC Jewelry Week, we’re creating a more dynamic environment designed to serve our retailers. It’s an exciting time for the brand, and we’re ready to deliver a show that truly serves our entire community.”

A Renewed Experience Built Around Retailers

Beyond its updated appearance, JA New York is introducing several initiatives designed to deliver greater value to buyers and exhibitors while creating more opportunities for education, discovery and meaningful connections.

The VIP Buyers Program will offer leading jewelry retailers an exclusive, enhanced show experience, with personalized attention and dedicated support designed to make their time at JA New York more productive. The program reflects a renewed focus on attracting qualified buyers, encouraging purchasing activity and fostering valuable relationships with exhibitors.

Education will also take on a more prominent role at this year's Fall Show, beginning with a special opening-day keynote, “Selling Natural Diamonds and Lab Created: Maximizing Holiday Margins. Make This Holiday Season a Record Breaker!” on Sunday, October 25, from 9:30 to 10:50 a.m. in Room E101 at the Javits Center. Presented by Shane Decker, President of Shane Decker Sales Academy, and Asaf Herskovitz, CEO of GN Diamond, the session will address one of the industry's most pressing retail challenges: navigating declining lab-created diamond prices while maximizing profitability across natural and lab-created diamond categories. Attendees will gain insights into diamond inventory demand, product selection and strategies for protecting margins heading into the critical holiday selling season. The keynote will anchor a comprehensive education schedule designed to equip independent jewelers with practical knowledge and actionable strategies for the months ahead.

Adding a new cultural dimension to the event, JA New York is collaborating with NYC Jewelry Week to bring additional creativity, inspiration and engagement to the show floor. The collaboration will connect the business of jewelry with the artistry and cultural influences that make New York City a global center for design and innovation.

The experience will extend beyond the Javits Center with an evening reception for registered buyers taking place nearby in Hudson Yards, co-hosted with Jewelers of America. The gathering

will provide an opportunity for attendees and JA members to reconnect with industry peers, strengthen relationships and celebrate the jewelry community in the heart of New York City. Space is limited and advance RSVP is required.

“Refreshing the JA New York brand is about much more than introducing a new logo or visual identity,” said Matthijs Braakman, CEO of SmartWork Media. “It’s about bringing new energy and purpose to a show that has been part of this industry’s history for generations. We want every retailer and exhibitor to feel that JA New York understands their business and values their time. By combining an exceptional marketplace with relevant education, thoughtful experiences and stronger industry partnerships, we’re building a show that delivers meaningful value today while creating a foundation for the future.”

Where Business Meets Inspiration

At the center of the experience remains the JA New York marketplace, bringing together designers, manufacturers, brands and suppliers from around the world. Retailers will have the opportunity to discover new collections, source inventory ahead of the holiday selling season and build relationships with exhibitors in a focused, business-oriented environment.

Registration is free for qualified jewelry retailers, buyers and industry professionals, with advance registration encouraged to allow time for attendee approval. To register, explore the education schedule or learn more about the Fall Show, visit JA-NewYork.com.

ABOUT JA NEW YORK

Produced by INSTORE, JA New York is one of the fine jewelry industry's most iconic trade events, held twice annually at the Jacob K. Javits Convention Center in New York City. Bringing together qualified buyers, leading designers, manufacturers and brands, JA New York delivers a curated marketplace, practical education and meaningful business connections designed to help the jewelry industry thrive. Learn more at JA-NewYork.com.

ABOUT INSTORE

INSTORE is the premier media brand serving independent fine jewelry retailers and their supplier partners. Through its flagship magazine, digital platforms and live events, INSTORE delivers practical insights, industry intelligence and community connections that help jewelry businesses succeed. INSTORE is part of SmartWork Media, a leading B2B media company serving specialized industries. Learn more at Instoremag.com.

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