

Launch issue of JZA to début in November

Independent publisher Isikhova Media will début the launch issue of *JZA – Your Jewellery Magazine*, SA's first and only dedicated consumer retail jewellery magazine, next month.

IN JULY, ISIKHOVA MEDIA ANNOUNCED THE launch of *JZA – Your Jewellery Magazine*, SA's first and only dedicated consumer retail jewellery magazine. Officially endorsed by the Jewellery Council of South Africa (JCSA), the title is an associative, short and snappy acronym for "Jewellery South Africa" and will be published online seasonally, with the launch issue debuting next month.

"*JZA* was born from our 'ideas trust' of reworking, reframing and adapting our skills and offerings within the context of a new and challenging consumer landscape," says *JZA* Editor-in-Chief and Isikhova Media Publishing Director Jason Aarons. "The publication's focus is to bring jewellery retailers and their offerings directly to the consumer through online store traffic and in real time (feet-in-store).

"It further aims to promote the collective corporate identity of generic retail jewellery, as well as all individual brands, and rebuild and retain active, loyal consumers."

JZA's launch issue will appear in mid-November. "The mid-November timing is intentional and highly significant," explains Aarons. "It's not only before jewellery retailers' prime holiday season sales period, but before Black Friday on 27 November. Especially in the context of the new consumer retail environment, timing is now everything. One of *JZA*'s top priorities is to increase feet-through-stores – real-time and online – and the consumer appetite for jewellery is likely to be at 2020 highs, following the Coronavirus pandemic. It's

the perfect opportunity for all jewellery retailers to boost their brands at the right time, in the right place."

In August, *JZA* announced its media partnership with *Solitaire*, Asia's most recognised women's jewellery magazine in the Asia Pacific region, published in Singapore.

"The *JZA* team and the title's independent publisher, Isikhova Media, are absolutely thrilled about this collaboration," enthuses Aarons. "*Solitaire* enjoys one of the highest jewellery magazine reputations in the world and boasts superb content and exceptionally proactive and engaging management, marketing, sales and editorial teams.

"In this 'new normal', global jewellery brands are looking at sound and smart ways to integrate COVID-19's 'we're all in this together' way of life locally and beyond borders, ensuring ongoing consumer market reach. Part of *JZA*'s strategy is to embrace this and give our readers a menu which is predominantly South African-driven, but which also delivers credible and on-trend, international jewellery content," says Aarons.

"This partnership between *Solitaire* and *JZA – Your Jewellery Magazine* comes at an opportune time. Hopefully, the synergy between the two titles will result in engaging and informative content, bringing even more excitement to the world of jewellery," shares Anton D Javier, Deputy Editor of *Solitaire*.

Founded in 2002, *Solitaire* covers the best



and latest news and stories on fine jewellery, luxury watches and fashion from around the world. Published bi-monthly, it is an all-around guide for jewellery connoisseurs and collectors, providing insights into the exciting and glamorous world of high jewellery and the people who make it happen.

A key factor in this collaboration is that *JZA*'s South African-focused editorial features will be shared beyond its shores and go a long way towards raising the profile and wealth of talent of our country's jewellery collective," adds Aarons.

"The JCSA is thrilled to share in the excitement and enthusiasm in the build-up for *JZA – Your Jewellery Magazine*'s launch issue in November," says Lorna Lloyd, JCSA's CEO. "Its début into the previously untapped consumer retail jewellery market is a wonderful and progressive move forward in increasing spend and promoting retail jewellery directly to a highly valued and much-needed market. We're delighted to officially endorse the publication."

Other titles published by the company include *SA Jewellery News* – the official trade journal of the JCSA, *Soccerzela Online Magazine*, *PRECAST* – the official mouthpiece of the Concrete Manufacturers' Association, *SA Car Clubs*, *African Odyssey* and *Jewellex Today!* ■

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