

Cloie, Newt & Gina  
Mitchell with Ruby  
Jewel, Mitchell's  
Jewelry, Norman,  
OK



## If It's October, It Must Be Antwerp

### In 2020 Antwerp Will Celebrate 500 Years in the Diamond Industry

**W**hen we joined IJO in 2005 we were a small downtown store without sufficient showroom space or parking," says Gina Mitchell. "We had a loyal customer base, but we didn't have a niche. Today we have relocated to the custom-built store of our dreams, are known as "THE" Antwerp Diamond destination and we're also identified as "Where Oklahoma Gets Engaged." IJO has been with us each step of the way.

Bottom line, our customers want Antwerp diamonds and the proof is in the numbers – our diamond business is up over 300% in the last ten years. The IJO Antwerp Diamond Broker Program has been a game changer for us.

We go to Antwerp two to three times a year, but we are selling Antwerp Diamonds every single day. We educate our customers – they know Antwerp is the Diamond Capital of the World – and we create a total Antwerp Diamond Experience which has contributed to this enormous change in our business. We could never have achieved this without the help of our IJO family."



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