



J. FAVA

Master Craftsman & Specialist in Advanced Jewelry
Manufacturing Systems





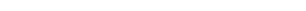
Introduction and Philosophy

Brief Perspective



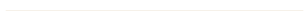
Development and Early Years

Outline of Background Training and Early development



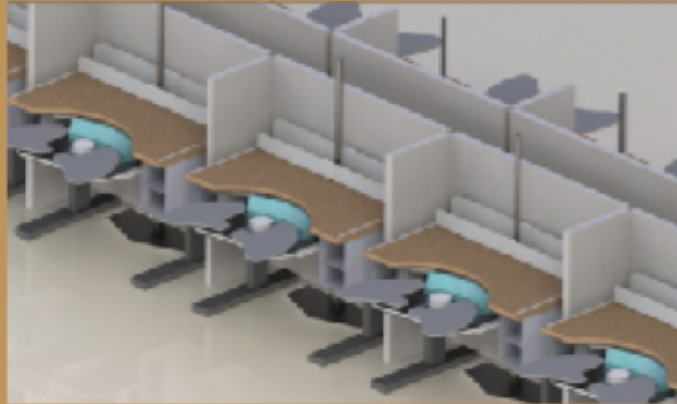
Tiffany & Company Beginning

Tiffany and Completion of Significant milestones



Progress and Evolution Through Tiffany Career

Key Milestones and conclusion



INTRODUCTION

PHILOSOPHY



Jewelry manufacturing at both handmade high levels or the mass manufacturing of commercial products will always remain a passion for creating over my lifetime. Both career or personal developments are the same philosophy. A lifetime adventure and amazing development experience that drive innovation to take bold leaps forward and the creation of a prosperous future for all.

Over the course of my career, I have developed to apply judgment and technical expertise learned in my craft background disciplines with corporate strategy to apply to mass manufacturing applications and systems. Allowing me to clearly assess calculated risks and manufacturing development opportunities. To date, I have worked in the direct development of more than eight facilities and training systems responsible for over 3000 skilled workers and artisans worldwide

The following pages represent some of the highlights of my journey.

~Jason Marchiafava

DEVELOPMENT AND EARLY YEARS



Jason Marchiafava is a third generation Artist and Craftsman by trade. He began his training in jewelry metal smithing at the very young age of eleven years old under the supervision of a German trained Master Jeweler, Tina May Schille (head jeweler of his father and grandfathers workshop in New Jersey). Under Tina's watchful eye Jason served a traditional apprenticeship and was trained to have a strong fundamental base in working with precious metals and gemstones. One of his first responsibilities in the shop was to melt ingots and hand mill and create gold wire and sheet stock. This weekly chore to supply the seasoned jewelers with materials was a big part of his fabrication development and model making skills. Following the completion of his first apprenticeship, Jason immediately began a stone setting apprenticeship with guidance from his father Joseph Marchiafava. Additional influences came from his grandfather, uncles, and others working at the Marchiafava owned family firm of Marche' Jewelers.

Jason has always had a keen eye for detail and showed natural ability in drawing and the use of manual dexterity for micro applications as far back as early grade school. This was apparent when he started disassembling electronics and damaged, mechanical watch movements in his pre-teen years to see how they worked. His fascination with small parts, and how things worked served as a driving force behind his education.

By the time Jason graduated High School in 1998 his skills at the jeweler's bench had matured. Seeing promise, his father (a retail business owner, former master model maker, and stone setter) decided to send him to develop a trade shop business at a local shopping mall at the age of eighteen where he excelled rapidly. In the years following he would go on to build and develop four additional trade shop service centers in other locations for (former Littman Jewelers District Manager) Robert Keiser. Jason played a key role in building successful on site custom jewelry and repair shops with the support of the store managers and staff. At this time he also enrolled in County College and studied Business Administration. Interested in more advanced skills in stone setting and other aspects of the jewelry trade he started researching classes and began networking with other jewelry artisans. He enrolled in an Advanced Metals course at University of the Arts in Philadelphia under the instruction of Christopher Darway. This period of time is when he began to discover the artists' view of metal as well as the business view of design in precious metals.

DEVELOPMENT AND EARLY YEARS CONTINUED:



A huge turning point came in 1999 when Jason traveled to San Francisco at the age of nineteen to study Advanced Bead and Pave' setting under Edward Freedman at Revere Jewelry Academy. While there he was introduced to Master Hand Engraver Hratch Nargizian. Jason soon knew that he wanted to become a hand engraver and became infatuated with the hand held graver. Hratch allowed Jason to observe him work in his studio and examine projects that were in process. Hratch suggested to sign up for his class. It was a traditional ornamental jewelry engraving class in Virginia Beach, Virginia at the renowned New Approach School for Jewelers. This passion that he had developed for engraving would become a strong influence on his developing style. Hratch would also become a longtime friend and mentor to the novice hand engraver.

In 2000 Jason decided to leave the family business to work for Fred Meyer Jewelers and was teamed up with Robert Holshue as their first internally hired Restyle Consultants. As a Restyle Consultant, Jason's responsibility was to transport a line of merchandise consisting of diamond semi-mounts and loose diamonds to over seventy retail locations across ten states, and hold special events showcasing live remounts on the retail sales floor. On his off time, researching classes, practicing new techniques, and development planning consumed most of Jason's time.

After completion of the engraving class in Virginia Beach, Jason returned home to New Jersey and practiced after his normal full time work schedule. He diligently researched classes on the subject, books, literature, and other engravers. In the summer of 2000 Jason studied Chasing and Repouse' with Richard Prillaman where his love for sculpting metal began to blossom. The continuing networking and research lead him to take multiple engraving classes in 2000 and 2001 under Master Engravers; Scott Pilkington, Mike Dubber, Sam Alfano, and Christian DeCamillis. Studying both basic and advanced engraving including the art of Bulino engraving. During this time, was his first introduction to the use of a microscope and upon adjusting to this valuable tool, Jason could see the dramatic impact it would have on the future of his work. From here his love for steel engraving began.



DEVELOPMENT AND EARLY YEARS CONTINUED:

In April of 2002 Jason moved to Traverse City, Michigan to work full time under Master Engraver Christian DeCamillis to continue advanced development of his engraving skills. Under Christian's tutelage, Jason was coached daily in the refinement of his engraving, gold inlay, bulino, and sculpting skills. Christian studied bulino engraving under Master Engraver Dario Cortini at the renowned Bottega Incisioni Cesare Giovanelli in Gardone Val Trompia, Italy, where the historically famous Italian Master Gun makers and Engravers reside.

In 2003, Jason had the opportunity to travel to Italy and spend time in the home studios of many of the internationally renowned Italian masters, here he would go on to study their work which is considered to be some of the finest bulino engravings and techniques the world has ever seen. Notably, the studios of Firmo and Francesca Fracassi, Manrico Torcoli, Gianfranco Pedersoli, Giancarlo and Stephano Pedretti, Creative Art, and Bottega Incisioni Cesare Giovanelli. This experience would become imbedded into Jason as one of the biggest influences in his life in regards to defining quality, refining detail, and the disciplined development of patience in order to someday execute projects of comparable magnitude. Over the next year accomplishing these goals filled every one of his days. This same year Master Jeweler Blaine Lewis approached Jason about taking over the teaching position Hratch retired from a year previously. Jason accepted the position teaching Ornamental Hand Engraving in Virginia Beach, Virginia and continues to do so to this day.

In 2004, Jason was awarded Master Status from the Firearms Engravers Guild of America. At twenty-four years old he was the youngest in history to ever receive this honor. It was during this same year he began to teach at New Approach School and Blaine having invented the Macro Video teaching method, coached Jason on all techniques of how this style of teaching worked with regards to perspective, magnification, lighting, and dialogue. Blaine would become a big influence, and mentors to Jason for many years to come. Back at the studio in Traverse City, Jason continued to hone his skill and primarily work on fine knives, watches, and firearms, while designing high jewelry in between engraving projects. By combining both engraving techniques and sculpting techniques with his jewelry fabrication skills. The result was a refined detail and style with an added complexity seldom achievable by a sole artisan.



DEVELOPMENT AND EARLY YEARS CONTINUED:

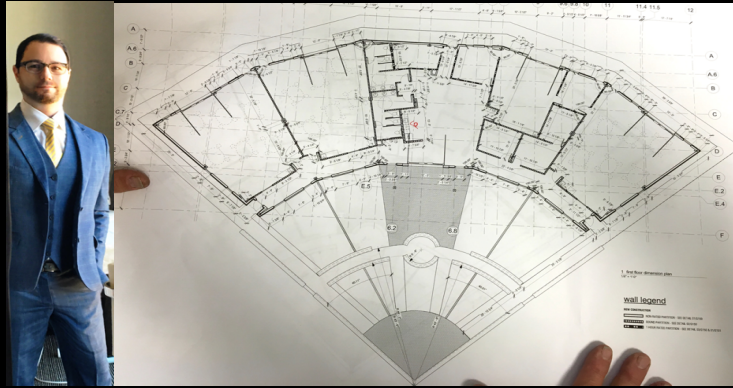
In late 2004, The American Numismatic Association awarded Jason a two part scholarship to study Intaglio engraving under Christopher Madden who resides as the Chief Engraver at the Bureau of Printing and Engraving in Washington D.C. Under Chris, Jason studied fine line engraving techniques and printing used in the lost art of Bank Note Engraving. A dream come true for Jason and although it was not a possible career path due to the extinction of the art; technique, and style would be adapted into Jason's work and add an element of distinction and diversity to his current skill sets. Jason is currently one of very few engravers in the U.S. proficient in the lost art of Bank Note Engraving.

In early 2005 Jason moved to Virginia Beach to teach full time as a Master Instructor for New Approach School for Jewelers. There he continued to refine his camera, and teaching skills assisting Blaine and teaching many topics including stone setting, and fabrication in the school's classes. Jason excelled and enjoyed teaching very much using these methods. He would go on to meet thousands of craftspeople during this time period from all over the U.S. and abroad. Later Blaine, Tyler Teague, and Jason would partner on a consulting venture in Qing Dao, China to build a training facility for Dimexon Eurostar and teach advanced stone setting to a group of their best artisans in a "train the trainer" program that would prove to be an extremely successful venture.

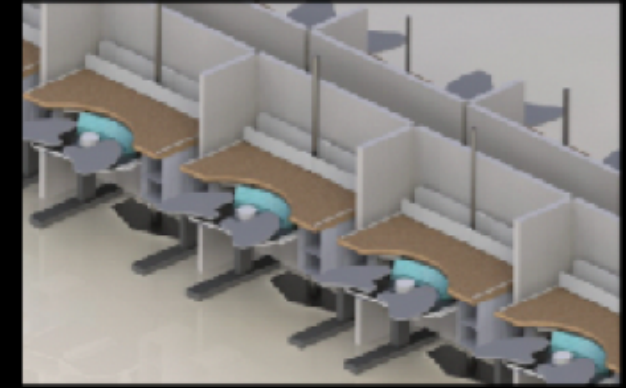


DEVELOPMENT AND EARLY YEARS CONTINUED:

In late 2005 he was offered an opportunity to work in Pennsylvania with longtime friends and retail jewelry store owners Thomas and Patricia DeGasperi whom specialized in ultra-rare, statement and investment grade colored gem stones. What Jason could bring to the company was the introduction of museum quality metal work to compliment these beautiful gemstones. Jason was eventually partnered into the private firm and stayed until 2010. While there he was encouraged to build his most elaborate and detailed pieces to date. Some of these pieces of high jewelry and engraving work would require over 1000 hours, and up to three years to complete. Two of which notably would go on to be documented in book publishings years later.



TIFFANY & COMPANY BEGINNING



In 2009 Michael Kane, (former Tiffany & Co Vice President of Internal Manufacturing) approached Jason with the intentions of having him to build, develop, and lead the training department in their future manufacturing facility located in Lexington, Kentucky. Jason accepted the role. Jason was given the position and title of Master Craftsman in March of 2011. He is the only person to ever have this official title in Tiffany& Co.'s 180 year history. During his time in Lexington, Jason designed, oversaw, and functioned as project manager in building the majority of internal craft departments of this new 30,000 square foot lean manufacturing facility. With his primary focus being training, setting, polishing, and washout departments.

By the end of 2011, Jason also designed, oversaw, and built the first internal Tiffany training facility. During this time he introduced to Tiffany, and piloted New Approach School's HD Macro Video Training platform as a corporate standard. This significantly reduced training duration as compared to standard two or three year apprenticeship methods, allowing new employees to develop advanced stone setting skills in a 12 week certification training program. The minimum requirements for graduation is defined at 90% Quality and 90% Efficiency documented in the internal Quality Assurance tracking system.

In 2012, Jason moved on to partner with David Korpan (former Director of Tiffany Health and Safety), Ergonomists Charles Mauro, Industrial Physical Therapists, Educational Designers, and Tiffany's Global Education department in order to develop standard methods used to create a sustainable craft workforce. Initially located in a geographic location with limited talent pool(Lexington, KY), but scalable for future use in any other location. This led to include deep dive ergonomic studies in workstation design and development in order to reduce repetitive motion injuries. The initiative resulted in a custom sit or stand height adjustable workstation resulting in significant health, safety, and efficiency benefits.

By early 2013 the "Tiffany Diamond Setters' Course Manual" was written and authored by Jason Marchiafava. This book publication strategy standardized diamond setting training and quality standards company wide resulting in a sustainable business model designed for global scaling and development for new talent outside of a New York based aging workforce of highly skilled craft workers.

Jason's classroom design is one of the most state of the art training centers in the world and regularly trains unskilled recruits from outside of the jewelry industry in executing advanced stone setting in gold and platinum.

The Lexington Kentucky Manufacturing facility celebrated its six-year anniversary in August of 2017. Lexington Manufacturing has consistently produced some of the highest quality averages in Tiffany's manufacturing business, while utilizing the leanest processes achieved within the company, and by a majority work force with little to no experience prior to their employment. Jason and Blaine are credited with much of the success in the development of this facility and its craft departments. Tiffany continues to expand and replicate many of his training initiatives and lean principals to other manufacturing facilities and service centers throughout the company.

PROGRESS AND EVOLUTION THROUGH TIFFANY CAREER



YEARS FOLLOWING THE LEXINGTON PROJECT AND THE EXPANSION OF ROLES AND RESPONSIBILITIES:

In early 2013, Jason traveled to São Paulo, Brazil to assist the Tiffany Service Center with Platinum jewelry alteration training. This introduced Platinum Smithing techniques to new market where largely the metal was unknown to the jewelry industry. The training was completed, and very successful. Today the TSC Brazil continues to service and grow the Brazilian market for platinum jewelry sales and alterations.

In August of 2013, the vice president of manufacturing asked Jason to go on a travel assignment to provide a specialized service for a VVIP customer in Seoul, South Korea. The project was to remount a significant diamond from a ring into a handmade basket pendant in Platinum. The customer was the late chairman of Samsung Group, Mr. Lee Kun- Hee. The trip was a great success and satisfied the needs of a most important client, solidifying the relationship.

On labor day weekend September of 2013, upon the request of Samsung Group, Jason was asked to travel to meet with Chairman Lee Kun-Hee at the Tiffany flagship store in New York City. On Monday September 2nd, a collection of the some of the rarest and finest gemstones available on the world market was assembled. Chairman Lee and entourage arrived for Breakfast at Tiffany. The meeting concluded the largest sale in Company history. Upon completion, Jason was presented with a gift and card from Chairman Lee thanking Jason for his dedication and services. The gift was a handmade jewelry box made by Seoul National Intangible Treasure Sohn Dae Hyun. A cherished honor and priceless success.

November of 2013, Jason's responsibility was expanded as Master Craftsman into a global role and was transferred to the Historic Tiffany Workshop located in the building's original penthouse suite of the flagship store on 57th Street and Fifth Avenue in New York City. His responsibilities included overseeing and directing the construction of the famed Tiffany Bluebook Masterpieces, by engineering and articulating techniques designed to increase quality, output, and streamline the manufacturing of high labor, handmade pieces. Simultaneously, acting as the official spokesperson for Tiffany craft and hosting VIP tours, Press Tours, Bluebook and special events.





PROGRESS AND EVOLUTION THROUGH TIFFANY CAREER CONTINUED:



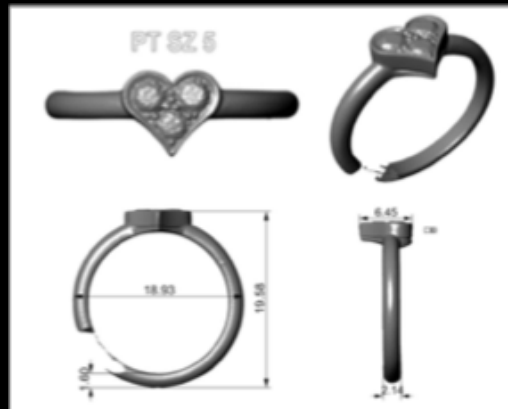
At the conclusion of 2013, Jason was approached in regards to two high priority global manufacturing initiatives, one located in Bangkok Thailand, and the other in the Dominican Republic. The initiatives included the design, and development of two fully functional lean manufacturing facilities and the training of their departments.

In Early 2014 Jason was promoted and given the dual title of Master Craftsman & Director of Process Development and Technology.

Soon after, he traveled to Bangkok, Thailand and partnered with Robert Burns (a former VP of International Flavors & Fragrances) and began the design and construction of the first Laurelton Jewelry Manufacturing facility(Tiffany & Co). In March of 2014 the first employees were hired and trained in the techniques of diamond setting, cast cleaning, and polishing. By March of 2015 (the one year anniversary), Laurelton Jewelry Thailand grew to approximately 250 personnel and was manufacturing and shipping high quality jewelry, at 95% quality and more than two months ahead of delivery schedule.

Laurelton Jewelry Dominican Republic, was launched in 2014 as primarily a polishing factory for precious metal products. Jason's role was to partner with Robert Delaplain (former Managing Director LJDR) to oversee the rollout of the training plan, and consult on department development. By the end of 2016 LJDR consisted of over 300 personnel and continued expansion of manufacturing techniques and cost savings.

Later, the challenge of replicating Tiffany Master Models and aesthetics remotely in Thailand was presented to Jason as a development opportunity for the facility. A skill normally requiring years of development following conventional paths. In November of 2014 Jason presented a solution and plan to senior management regarding a new model making and manufacturing strategy to ensure consistency and supply chain continuity. In April of 2015 test pilot results for the process were presented to senior management showing significant strategic advantages. Following the presentation, the term High Definition Manufacturing was born and all products made in Thailand went on to be manufactured following this new process.



PROGRESS AND EVOLUTION THROUGH TIFFANY CAREER CONTINUED:



The High Definition Manufacturing Process:

The High Definition manufacturing process is a technical process as well as a manufacturing philosophy that defines quality at its source. It combines advanced CAD and CAM methods along with advanced mold and replication methods; when combined yield a significantly superior result to conventional metal model, rubber mold, and wax methods, and at a fraction of the cost and cycle time giving the company the ability to engineer downstream labor, engineer quality, and costs prior to production.

In March of 2015 Jason was asked to replicate the HD manufacturing process in the Americas and transferred to Tiffany's largest manufacturing facility located in Cumberland, Rhode Island. There he developed a team of manufacturing experts from multiple industries to access and apply technological advancements to the HD jewelry manufacturing process. In August of 2015 a Lean Six Sigma team presented a detailed assessment of the HD process documenting a 58.8% average reduction in labor savings and a significant increase in quality and repeatability compared to conventional methods. In December of 2015 the decision was made to convert all legacy products to High Definition manufacturing following a senior executive presentation in New York City.

The conclusion of 2016 fourth quarter financial results documented an approximate \$2.3M in savings annually for 272 finished good SKUs converted to High Definition manufacturing techniques. First Quarter results of 2017 reported approximately 3.4M in savings for just over 600 finished good SKUs. There are approximately 9000 total SKUs to be converted.

Upon completion of the HD teams, systems stability, and reported financial success in 2017, Jason decided to retire his position at Tiffany & Company to pursue his personal dream of High Jewelry manufacturing of his own designs, and the publication of educational content for use in jewelry manufacturing.

