

New York Jewelers Crime Alert Network

CRIME ALERT!

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VIOLENT ROBBERY ON MADISON AVENUE

April 11, 2014; approx. 1:50 PM

A man walked into a Madison Avenue jewelry store on the Upper East Side of Manhattan and asked to see some pieces. He then grabbed the female manager by the neck and dragged her to a back room where he held her in a choke hold and tied her up. There was a struggle while he grabbed for the manager's showcase keys. He then opened a display case, removed several items and then removed some more items from the back room. Reports are that more than \$100,000 in merchandise was taken. Some of the items have been identified as having been worn by celebrities. One item taken was a \$45,000 18-karat white gold necklace featuring pavé diamonds, rainbow moonstones and an African amethyst. Also taken were seven Passion rings made for Selena Gomez and six or seven necklaces in a style sported by Beyoncé in videos from her latest album.

The police have released this sketch of the suspect. The suspect was described as a Black male, and was last seen wearing a black Brooklyn Nets baseball cap, a black T-shirt, blue jeans, a black belt with a silver-colored buckle and a beaded silver chain. The Police released surveillance video of the suspect walking into the Manhattan store earlier in the month apparently as part of his "casing" the store.

Anyone with information is asked to contact Crime Stoppers at 800-577-TIPS.



Crime Prevention Tips

- Properly functioning CCTV can be extremely helpful in identifying the suspects and in documenting the incident for insurance purposes.
- Jewelry crimes almost always involve casing – studying the intended target in preparation for the crime. Being aware of suspicious persons or incidents and writing down in a log book the details of the suspicious activity can be very helpful later on if a crime occurs.
- Have at least two or more persons on the showroom floor at all times. Incidents are more likely to occur when the store appears to be understaffed.

To Report an incident for distribution to the network members, contact CrimeAlert@nyjcan.com or visit the website at www.nyjcan.com to complete an Incident Report.

Previous Crime Alerts are available here:

http://www.nyjcan.com/Crime_Alert_Archive.html.

This alert is being distributed as a free service to members of the jewelry industry who have provided their email addresses and requested to receive security alerts. If you wish to be removed from this distribution list, please reply to admin@nyjcan.com with REMOVE in the subject.

If you have any questions about the information contained in this alert or about the New York Jewelers Crime Alert Network, please contact Paul Silverman at psilverman@mjmglobal.com, or at 201-720-7700.