

New York Jewelers Crime Alert Network

**CRIME ALERT!**

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### **MANHATTAN JEWELER REPORTS DISTRACTION THEFT**

A retail antiques and estate jewelry dealer on the Upper West Side of Manhattan reported the following incident.

On Sunday, April 12th, 2015, at approximately 5:00 PM, a well-dressed Hispanic couple in their 40's or 50's entered the store with a 19-20 year old female whom they claimed was their daughter. The couple was wearing a lot of jewelry and started talking about using cash to make purchases before any items were even selected. They later asked about a "law-away" plan which seemed to contradict their statements about paying cash.

They asked to see numerous items in a locked wall-display case. When they left about 7 items were missing. Their method was simply to distract the sales associate and reach into the open case. Small pill boxes and large gold charms were among the items taken.

If you have any information regarding similar incidents please contact the New York City Police Department 20<sup>th</sup> Precinct Detective Squad at 212-580-6411, or you can call Crimestoppers at 800-577-TIPS.

### **CRIME PREVENTION TIPS – DISTRACTION THEFTS CAN BE PREVENTED**

1. All staff should be trained to show only one item at a time
2. Showcases should be re-locked while showing an item
3. Odd behavior, such as offering to pay cash before any items have been selected, contradictory statements, or asking to see "the most expensive" watch or earrings that you have, should raise a red flag and cause your staff to be suspicious. Once the suspicion is triggered, the staff should immediately implement a stricter security protocol which includes, asking for more help on the sales floor and asking the customer to show ID before removing any items from the showcase.

**To Report an incident for distribution to the network members, contact Paul Silverman at [psilverman@mjmglobal.com](mailto:psilverman@mjmglobal.com).**

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 this email 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](mailto:psilverman@mjmglobal.com), or at 201-720-7700.