

CRIME ALERT!
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PATTERN OF DISTRACTION THEFTS ON 47TH STREET

In two recent incidents a man entered street-level jewelry stores on 47th Street and stole goods while the employee or owners were distracted.

The victims believe the suspect is the same individual in both cases. Several jewelers on 47th street have indicated that there are other recent incidents that fit this pattern as well.

Case #1:

December 30th, 2014 at approx. 2:20 PM

A man entered the store and asked the owner to look for an item on layaway. The suspect walked around for a bit then leaves the store saying he will come back when he has the layaway ticket in hand. No layaway was ever located. The store's video surveillance system captured the man reaching over the counter and removing a tray of earrings from a wall display. The police have released a copy of the video and a photo of the suspect.

A video of the incident can be seen at this link courtesy of the New York Daily News:

<http://www.nydailynews.com/new-york/man-swipes-80g-worth-diamonds-midtown-jewelry-store-article-1.2064552>



Case #2:

January 2nd at approx. 12:00 PM.

A man entered a small jewelry store on 47th street (less than half a block from the first incident) and discretely slid open the glass to a window display while talking with the owners of the store. Once the display was open, he reached in and removed a number of items of jewelry.

Anyone with information about these incidents is asked to call the police at 1-800-577-TIPS.

Crime Prevention

1. It is important to keep showcases and displays locked, especially those that are easily accessed by the public. Distraction thieves are good at what they do and it only takes seconds to remove jewelry from an unlocked or unprotected display.
2. Staff must be trained and reminded to pay attention to the people in the store.
3. Keep your surveillance system updated and in good working order. A video record will help the police and will help with your insurance claim.
4. Keep customer repairs in the safe or other secure area. Keep records of the repairs separate from the job envelope in case the job envelopes are stolen.

To Report an incident for distribution to the network members, contact Paul Silverman at 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, or at 201-720-7700.