

# THE RETAIL JEWELER

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**Ray Griffiths**  
page 24



**KC Designs**  
page 16



**Tracy Janule** page 17



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## TABLE OF CONTENTS

Jewelry Brand Marketing... The Advanced Course .....	6
Back to the Future .....	8
Back to Basics: A New Analogy .....	10
What's New in Watches: Classique Watches and Cause Marketing .....	14
The Style Page .....	16
Improve Your Store Lighting and Save Energy .....	18
A Conversation With Matt Stuller .....	20
TrendSpotting .....	24
New and Noteworthy .....	26
Advertiser's Index .....	30

### Publishers

Andrew Kohler 973-263-2498 ext 18 • andy@theretailjeweler.com

Edward Coyne 908-637-8461 • edcoyne@theretailjeweler.com

Frank Dallahan 267-229-2475 • frank@theretailjeweler.com

## THE RETAIL JEWELER™

150 River Rd., Ste O-4  
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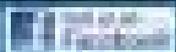
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# JEWELRY BRAND MARKETING...

## The Advanced Course

By Frank Dallahan

Thirty some years ago, I first met Michael Barlerin. We had been invited to participate in a Diamond Promotion Seminar on marketing men's jewelry. The seminar lasted a couple of days and in it Barlerin and I collaborated on a team effort to create the brand for a new line of men's jewelry.

Michael, who was then Senior Vice President, Marketing for Zales, went on to hold a similar position for the Fine Jewelers Guild Division. It was there he initiated the repositioning and the re-branding of the division under the unifying Bailey, Banks, & Biddle name along with its unique brand symbol.

After Zale, Barlerin joined the World Gold Council. It was during his tenure there, as CEO Americas, that the original Gold mark symbol was developed and incorporated into all the WGC's advertising and sales promotion materials.

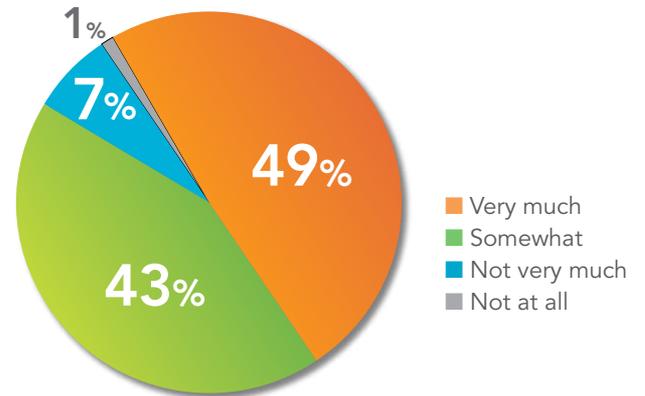
During 2008, now with his own company, Michael and his team developed the Silver Mark for the Silver Institute's Silver Promotion Service.

Three years ago, Barlerin was retained by The Leading Jewelers of the World to help manage the re-positioning of the organization. Applying the knowledge from his experience over the years, Barlerin directed the development of a new enhanced version of the LJW Trustmark, 'The Mark of Distinction' and a corresponding Pledge consisting of a commitment to Integrity, Knowledge, Standards, and Satisfaction.

Two studies were commissioned by Barlerin and LJW in 2010 to essentially determine the importance of the organization's quality mark with consumers. Marketing symbols as noted above whether they represent a quality mark or a communications mark are important in the development of a brand and its image. Actually more important than important, they are the key. The first survey was done in Minneapolis with Bergstroms Jewelers and the second was done with Marquirettes, a retail jeweler in Montgomery Alabama. 2,000 consumers received the email questionnaire in the Minneapolis survey and 5,000 were queried in the Montgomery study. The response rate for each survey was over 10%, high by research norms.

In the summary question in both surveys, consumers were asked if they knew a jewelry retailer displaying the Mark in its store and in its advertising and promotion efforts adhered to the LJW Pledge, how much would these elements would influence them to do business with that jeweler?

The consolidated responses from the two surveys were as follows:



Early in each survey, consumers in both studies were also asked an open ended question that Barlerin believes has significant strategic importance. It was: "What comes to mind when you think of the term Leading Jewelers of the World?" The replies from those respondents answering this question in the Marquirette survey were as follows:

Quality	185
Service	59
Selection	53
Price	45
Value	40
Unique	31
Product knowledge	25

Barlerin concluded with the comment that the Leading Jewelers of the World designation is awarded on a market exclusive basis. It is a 'quality mark' by which a retailer, who utilizes it consistently, adds value to its own store brand, while differentiating itself from its peer group.

Barlerin's experience with Zale, the World Gold Council, the Silver Institute and the LJW validate the theory and practice of associating symbols with names to develop and enhance brands. A brand takes a long time to develop, but anyone seeing the Mercedes Tri-Star, The Tiffany Blue Box, the Gold mark knows intuitively that they are important and add value.

TRJ



Frank Dallahan

co-publisher of The Retail Jeweler  
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**Paul Dodds**



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# BACK TO THE FUTURE

By John Politi

Whether you're a going concern or just starting a small business, implementing a retirement savings plan can be easier than most business people think. What's more, there are a number of retirement programs that provide tax advantages for both employers and employees. Most individuals these days have more acute concerns regarding our national entitlement program otherwise known as Social Security, and whether it will still be funded to the extent that we will stand to benefit from it when we retire. My credo is, "if there's a tax benefit to be gotten, then by-George, I'm going to take advantage of it." Besides, you'll reap the rewards in more ways than one.



By starting a retirement savings plan, you will help your employees save for the future. Retirement plans may also help you attract and retain talented and qualified employees, and they offer tax savings to your business. You will help secure your own retirement as well. You can establish a plan even if you are self-employed. One thing that I cannot stress enough is no matter which plan you as a small business owner implement, make sure that you always, "pay yourself first."

Financial planning professionals estimate that we'll need approximately 80% percent of our pre-retirement income to maintain the standard of living we've become accustomed to and wish to maintain during our retirement. Funny thing, most of us have come to the conclusion that we'll never truly stop working and retire, at least not like our grandparents. Hopefully, we'll be doing more of what we just truly enjoy. So now is the time to look into retirement plan programs. As an employer, you have an important role to play in helping America's workers save.

## An Overview of Retirement Plan Categories

Most private-sector retirement vehicles are Individual Retirement Arrangements (IRAs), defined contribution (DC) plans, or defined benefit (DB) plans. Both the Internal Revenue Service and the Department of Labor offer some handholding to help you get started. So, why not take advantage and speak with a professional certified financial planner today.

People tend to think of an IRA as something that individuals establish on their own, but an employer can help its employees set up and fund their IRAs. The IRS states that with an IRA, the amount that an individual receives at retirement depends on the funding of the IRA and the earnings (or losses) on those funds. As with all plans, certain age requirements must be met prior to distributing funds from your IRA without being assessed additional fees and penalties.

Defined contribution plans are employer-established plans that do not promise a specific amount of benefit at retirement. Instead, employees or their employer (or both) contribute to employees' individual accounts under the plan, sometimes at a set rate. At retirement, an employee receives the accumulated contributions plus earnings (or minus losses) on such invested contributions. The most familiar workplace savings vehicle



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## BACK TO BASICS: A NEW ANALOGY

# The Other Eleven Months

By David Brown

Last month I wrote about the importance of the January to November period, and how more of the important activities we engage in each December need to be carried on during the rest of the year. We discussed the importance of measuring your results each day, having a monthly target and getting your marketing organized well in advance all year round – not just when the busiest month of the year arrives.

In part 2 we look at what other activities need to be focused on during the non festive months. These are often automatic activities in December, but can be forgotten about at other times:

**Review aged inventory** – Stores often think about a clearance of new inventory in the lead up to December – after all they have to make room for all that new product. But don't place any urgency in clearing it during the rest of the year. Get those old pieces re-ticketed and re-boxed. Make sure their price reflects current market value. Most importantly, talk to the staff about this product and how important it is to be showing it. Many older inventory items have nothing wrong with them, other than the staff doesn't like them, or have become bored with seeing them. Start showing it to people and it will eventually go. Offer incentives to the staff to see these items go – it's in their interests to not have to keep cleaning them again! Make sure they aren't still sitting there when next December rolls around.



**Carry spares** – This is not referring to the tendency of some jewelers to buy all items in lots of 35! Instead I'm

talking about the bread and butter items you can't do without, but which your vendors may not be able to supply in quick enough time frames. Most stores think about carrying extras in December but overlook it during the rest of the year. Look at anything on your reports that has a fast seller status of 9 or more –these items are likely to sell quicker than they can be replaced during the year. I know a store that kept two of the same \$1495 diamond ring, which was their best seller, all year round as they knew there was a good chance of selling a second one while waiting for the first to be replaced.



**Concentrate the staff on the job at hand** – You wouldn't send your sports team out onto the field without knowing which way they are playing, who's in what position, and what tactics are required to take the opponents down –yet retailers do this during the year. **Talk to your staff about your targets and goals for the rest of the year.** Share with them the budgeted target and how you plan to get there. Make sure they understand the importance of keeping the store presentable at all times. Talk about the good sellers and how they can be kept in front of customers, fine tune their customer approach, make sure the rosters are in place with back up staff wherever required. These activities are often picked up during December but forgotten about as soon as the holiday season is over. Don't let this happen.

**Get your best salespeople on the floor** – this rule is crucial to follow all year round. It's easy to assume that it doesn't really matter during the quieter times of the year – after all this gives you the best opportunity to train new staff. Don't

forget you still achieve over 80% of your annual sales during this period. It is too important to leave to novices. Would you let your linebacker "have a go" at goal kicking during the regular season? Of course not, you get your specialist to do it and I would bet money you would have them training all week, regular season game or grand final. If it's important to have your best staff in place during December it is important to have them there at other times too.



**Review what works and what doesn't** – Now is the opportunity to review procedures and systems. It provides the opportunity to streamline things before the busy times roll around again. It's easy to forget a lot of decisions, processes and marketing initiatives you put in place during the year. The result is next year you find yourself reinventing the wheel. Record all your marketing initiatives and decisions in a journal during the year, so you can easily refer back to them later. Analyzing your decisions, when you have time to analyze them, will provide you with the ideas and insights you can adopt when the busy period arrives again. This is the best time to learn the lessons that will put you in good stead at grand final time.

Make sure that December focus stays in place all year round. Remember you can't play the grand final if your regular season form isn't up to scratch!



**David Brown**

David Brown is President of the Edge Retail Academy, an organization devoted to the ongoing measurement and growth of jewelry store performance and profitability. For further information about the Academy's management mentoring and industry benchmarking reports contact Carol Druan at [carol@edgeretailacademy.com](mailto:carol@edgeretailacademy.com) or Phone toll free (877) 5698657

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in this category is the 401K retirement plan. Unfortunately, most individuals do not properly allocate their investments or re-visit their 401K often enough, especially as they become older. I'm a big believer that most employees would welcome third-party unbiased investment advice for their 401K investments. It behooves all employers to provide such a service for their employees – as a general employment benefit. After all, there really is no Act 2 when it comes to retirement funding.

Defined benefit plans, on the other hand, promise a specified benefit at retirement, for example, \$1,000 a month at retirement. The amount of the benefit is often based on a set percentage of pay multiplied by the number of years the employee worked for the employer offering the plan. Employer contributions must be sufficient to fund promised benefits. Given the cost to administer these plans they have become all but extinct in today's workplace.



Small businesses may choose to offer IRAs, DC plans, or DB plans. Many financial institutions and retirement plan practitioners make available one or more of these retirement plans that have been pre-approved by the IRS. You'll quickly see that your options are many although, ultimately your choices will be few in terms of the most appropriate plans for your purpose.

Every business owner should spend the proper time to review the various plans available with their CPA, Certified Financial Advisor or Tax Attorney. Without a doubt, they will find pluses and minuses with each of these various plans. For the small business owner, one with less than 50 employees, it is imperative that you identify the proper plan that will allow you to maximize your retirement savings. Retirement savings plans continue to

be the American worker's ticket to retirement, and the IRS is continually upgrading them for maximization. Employees of small business should be thankful that the owners are offering anything at all, and hopefully will participate in the company plan. Administrative expenses and annual audits all add to the employer's cost responsibilities. Let me repeat myself, if you're the small business owner please pay yourself first, and if you're the employee take advantage of a retirement savings program that helps you to defer taxes until a later stage in your life.



The Federal Reserve Bank of St. Louis reported that the personal savings rate -- the amount of each paycheck that goes unspent -- ended 2010 at 5.3%. Although somewhat lower than June's posting of 6.4%, it's still head and shoulders above what we have historically averaged. Learning to live a bit below our means is not necessarily a bad thing.

*Author's Note: Please consult with your Certified Financial Planner, Estate/Tax Attorney and/or Certified Public Accountant when discussing your financial needs and developing the appropriate personal financial plan.*



**John Politi**

John honed his professional career as a business owner, CEO and Director with some of the industry's most prestigious organizations. John's experience spans precious metal manufacturing, quality assurance testing as well as diamond

certification. During his tenure as a Board Director for the JBT, John gained greater insight and sensitivity for the "small business owner." John is currently a member of the Financial Planning Association, Financial Management Association, NYSSA and 24 KT Club of New York.  
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# What's New in Watches: Classique Watches and Cause Marketing

TRJ Staff

The United States has an enviable and justified record for supporting charity. Individually and collectively, we have been there every time some crisis or calamity strikes. This philanthropic characteristic has been adopted during the past decade in the commercial world in the form of advertising and promotion support by many consumer products.

The jewelry and watch industry too, have seen our own share of philanthropic initiatives made by manufacturers and retailers alike. Support for Susan G. Komen breast cancer awareness, Make A Wish Foundation, and St. Jude's Hospital are just a few examples of organizations receiving support from our industry.

about the impact this new model will have for the company and also for the charity it will support. Not only will it build brand name recognition here in the United States, but it will also help save lives around the world."

This new approach to marketing a brand combines with a significant line up of other elements of the Classique marketing mix including unique new products, line size, and price points. The leading watchmaker in Australia, Classique has one of the most extensive lines of sports, dress and fashion watches, all fitted with Swiss quartz movements.

*"Classique Opal watches are constructed from one single slice of natural Australian opal"*



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Cause marketing makes sense from every perspective. A new member of the watch industry in the US is Classique Watches. Classique has adopted a new marketing tactic that involves cause marketing by allocating a percentage of revenue for a new watch model to be earmarked for their designated charity, which will be announced very soon. This move will be featured prominently in their advertising and dealer support materials. Bob Guidara, Managing Director of GDP Imports, LLC, distributor of Classique, said recently, "We are very excited



Guidara went on to explain, "We introduced Classique last year at the JCK Show in Las Vegas. We introduced the first sterling silver bead watch specifically designed to be incorporated into Pandora, Troll and Chamilla sterling silver bead bracelets. This year we are introducing another new, innovative product: Classique Opal Watches. These feature one single slice of natural Australian opal on the face of the watch."

Marketing innovation takes advantage of changing consumer needs and wants, And, it looks always for differentiations that distinguish the specific company or product. In some cases good marketing even leads and literally forces others to follow. Cause marketing is just one example of such innovation.



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# So You Want to Improve Your Store LIGHTING and SAVE ENERGY?

Ruth Møllergaard



With 25% more space on three floors, the new Clarks Jewelers in Shreveport, LA, pays an electrical bill one-third of its former bill, thanks to new energy-efficient lighting, says Ginger Clarke.

Improving your store lighting and saving energy is more than good sense. In most states, it's the law. More than the cost of new lamps or new lighting must be considered. State Energy Codes dictate the amount of electricity your lamps can draw; 1.5 to 2 watts per foot is the current standard. Five years ago, 5 to 6 watts per foot was common for jewelry store lighting. Beginning in 2012, the 2007 Energy Independence and Security Act, federal legislation, will ban the manufacture of the incandescent light bulb that gives most of our homes their soft, warm glow. Hotels today provide the dim glow of compact fluorescent bulbs and many people have changed the lighting in their offices, stores and houses to these lamps. Make sure you have the correct Kelvin colour temperature and wattage to retain some of that soft warm glow. BUT be aware: there is mercury in fluorescent lamps, making disposal an issue. Go to [www.lamprecycle.org](http://www.lamprecycle.org) to find out where to recycle lamps in your area.

Okay, enough with the bad news. How can lighting help you get more customers and lower your bottom line? In 2008 the U.S. Department of Energy did a study that estimated every \$1 saved in energy costs had the same bottom-line impact as increasing sales by \$80. That means you can save energy, do the environment some good and give yourself time to look after the customers you have or have more time for yourself.

How do you do that? Inside your showcases, LEDs ride to the rescue. If you are building new cases or considering retrofitting existing ones, there is no better light source inside your cases than LED. It costs more money than fluorescent to purchase but nothing makes jewelry sparkle like those little energy-efficient

LED dots. If you cannot afford this lighting technology in all of your cases, install them in your diamond cases. You will sell more merchandise. Make sure that the color temperature of the LEDs is between 4000 and 4200 Kelvin, the so-called "neutral" color. Many case manufacturers tout 5500 Kelvin but this very white light is so cool that it washes out the color of your displays. You can accomplish the same stunning impact for your merchandise with the lower Kelvin rating without compromising the beauty of your display trim.

A word of warning: install LEDs facing away from the customer in a small tube at the front of the case, inside your UV-cured glass-to-glass design or in vertical tubes on either end of a case. LEDs have a huge glare factor and you don't want this distracting your customers. One final wonderful word about LEDs—they have a minimum lamp life of 50,000 hours, over twice what fluorescent lamps have and they contain no harmful metals. Recycle them so that the aluminum material used for the heat sink and possibly the circuit boards can be reused.

**Now you have great looking cases, what can you do to illuminate your store?** There is no one size fits all: no LED solution as there is for your cases. A number of broad strategies work well, depending on what you like for lighting. All of these are energy efficient; some are more costly than others but have other advantages.

- 1** Alternate metal halide and tungsten halogen lamps over the cases using small lamps and small fixtures. These are good for either track or recessed-can solutions. Use 20-watt metal halide combined with 50-watt Solux MR 16 tungsten halogen lamps with the addition of some 3500 Kelvin fluorescent for general glow.
- 2** If you prefer much bigger lamps, choose the truly wonderful self-ballasted 25-watt metal halide lamp from Philips

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alternating with 45 watt IR (infra red and more energy efficient) tungsten halogen lamps. Both of these lamps are PAR 38, which means they have a big diameter and unless you want a high tech look with track lighting, they work best in recessed light fixtures. The addition of a very small amount of fluorescent makes this a winning strategy.

**3** For even lower wattage, use a slightly different combination of lamps—alternating the Philips 25 watt PAR 38 self-ballasted metal halide with Philips Endura LED 16 watt PAR 38 with some fluorescent. This Philips lamp is the first such small wattage lamp I have seen that puts out enough light to be considered a possibility without emitting glare. If you are retrofitting it into a recessed can light fixture, you may need a porcelain extender screwed in between the lamp and the socket to ensure that enough light comes out of the fixture.

**4** An alternate, older-world strategy that works extremely well lights the cases with 50-watt Solux MR 16 tungsten halogen lamps in either 3500 Kelvin or 4200 Kelvin color temperature with considerable fluorescent lighting for infill. Fluorescent for this application should be used in a recessed 2' x 2' or 2' x 4' fixture that has a shield over the lamps, basically bouncing the light into the fixture and back into the space. Many manufacturers make this "batwing" fixture, originally designed for offices to prevent glare on computers. It delivers the same solution in retail.

**Lighting is highly technical so here are a few words of warning.**

- 1** Using too high wattage metal halide lamps for your ceiling height, you risk over-lighting.
- 2** Replacement LED lamps that do not shield the LEDs from sight produce glare.
- 3** All light fixtures and lamps are NOT created equal. Try to purchase reputable, national brand fixtures and lamps. They will last longer, perform better and have a better warranty if something does go wrong.



**Ruth Mellergaard, FIIDA**

Principal, GRID/3 International, Inc.  
New York, NY

Ruth is a New York certified interior designer with specific experience designing jewelry stores. She knows a great deal about planning stores to operate profitably; specifying lighting to illuminate the merchandise and choosing and specifying colour and materials that make a statement.

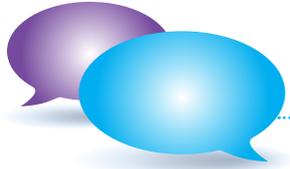


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# A Conversation with Matt Stuller

Continued

By Frank Dallahan

In the last issue of *The Retail Jeweler*, this column related a conversation I had with Matt Stuller just prior to Thanksgiving. My original objective was to secure from Stuller several ideas that would be useful to both manufacturers and retailers caught in the riptide of the still difficult economy. Matt was extremely gracious with his time and offered much good strategic thinking. To face up to the challenges of the current environment, jewelry retailers and manufacturers need to think about the business as it is now and how it will likely change in the years ahead. Stuller's point of view is helpful in this process.

This month's column will provide some of Stuller's insights on technology, display, return on investment, and merchandise accessibility at retail.

Technology over the past twenty years has had a monumental affect on every business. It is also the case with the jewelry industry. We have as a group, however, been slow to adopt these technological changes, except for perhaps the manufacturing community. In my own experience, the adoption of 800#s, fax technology, computers, the Internet and email was grudgingly slow in hindsight. Matt and I laughed a bit about this. But, then he opined "the challenge for business is to react positively to these technology changes, because they result in huge paradigm shifts." He counseled, "Don't be afraid to try different ways of doing things. Take changes slowly and one at a time."

Elaborating and illustrating the point, Matt moved on to the topic of inventory turn: "The 80/20 principle holds that 80% of sales comes from 20% of the product offering." This principle

applies to manufacturers, wholesalers, and retailers. Those products accounting for 80% of the revenue must be on-hand and stocked according to their rate of sale. Products like diamond studs, diamond pendants, and diamond engagement rings typically fit into this group. These products should generate a 4 to 6 time inventory turn."



Stuller continued saying: "Products consisting of 20% of the revenue account for 80% of the inventory! So what do you do with that portion of your inventory investment that takes up 80% of the dollars?" Stuller presents an innovative idea for retail jewelers. "Make this portion of your inventory virtual! Use technology to help offer the assortment you believe is necessary. The use of high resolution images and cad-cam technology can involve your clients in the product development process to develop exactly what they want." Stuller then posed an important rhetorical question connected to the question of virtual inventory. "How do you involve the consumers' senses in the process of meeting their needs?" The answer he said was "to get the consumer involved with the design of the piece...in the setting... in the choice and placement of accent stones. The client's involvement "adds immeasurably to the value proposition of the sale." He summed up this portion of the conversation with the point that "...this sensory involvement makes the consumer feel good and makes the product more personal. That adds up to greater sales revenue that competition find hard to emulate."

One of the core basics in developing a marketing strategy is differentiation. The ability of a jeweler to differentiate his store and his product offerings from the competition is critical to success. Positioning your store with this kind of differentiation allows simultaneous benefits of inventory reduction and client satisfaction by allowing the client to design exactly what they want.

If you are a manufacturer, you can use the same model by converting your sales sample lines into high-resolution images with different perspectives to a computer presentation for much of your existing product line. Your sample line presentation





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## A Conversation with Matt Stuller

Continued

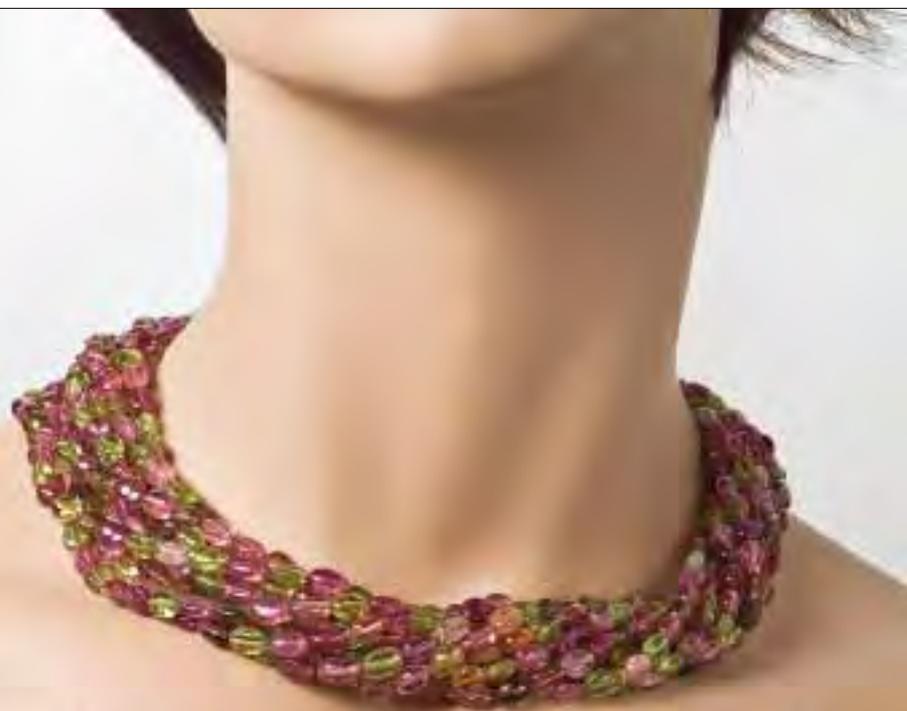
can be reduced to new product introductions. The physical samples should highlight your manufacturing competencies and design strengths.

In store functionality and in-case presentation were the next topics where Stuller made some more excellent observations. Hidden jewelry, meaning jewelry not on display for a variety of reasons, should be eliminated. If you can't put it on display, you should not have it at all! This point ties to an earlier one about improving inventory turnover. Moving hidden stock out or transforming it to virtual inventory will do the trick nicely and will free up much needed cash flow.



Another point he made was to provide a space for small children to play while their moms shopped. This idea addresses two problems. The first and most important is that the child or children are physically separated so their mothers can shop without worrying about their child. The second and almost as important is it allows the children to play in a safe environment and to make sure that junior is not involved in the creative destruction of the store or its displays. Kathy and Jeff Corey of Days Jewelers in Maine implemented this concept with great success years ago. It's a great idea.

Talking about the retail environment, Matt made the suggestion that the retail jewelry store should have "a warm, inviting, living room feel to distinguish it from other retail establishments. Having a comfortable place to sit, to enjoy a coffee, a cappuccino or even a cocktail during a special events celebration are ways to both differentiate and to make clients "feel" comfortable. Paco Underhill, author of *The Science of Retailing*, speaking at an industry trade event several years ago made this very point. For men, particularly, have reading materials available on diamonds and gemstones; for example, in comfortable seating area makes all sorts of sense. This is particularly so because "everyone knows that men don't like to ask questions!"



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To this point we talked about things internal to the store and the business. Stuller began talking about external things. He said, "Today, you have to go out and get business. Events at your stores with celebrities, politicians, designers, and trunk shows are all aggressive differentiating points for a jeweler's business. Be proactive. Be aggressive. You have to create opportunities. A positive will sets the pace." "Jewelers," he said, "taught me about optimism."

*"Today, you have to go out and get business... you have to create opportunities."*

We are winding down the interview at this point, but Stuller still has something else to say on the topic of technology, specifically, Customer Resource Management. Simply put, CRM is the old 3x5 card with clients' data, contact information, email, birthdays, wedding anniversary dates and wish lists. CRM takes all of this information and adds to it what clients' like and dislike as well as key personal points of their personalities and preferences. All of this information is put into a computer database and is available to everyone in the store. "Having this information in a database can be an enormous help in building the continuing relationship every jeweler needs and wants."

Matt Stuller's thinking on the wide range of topics during this interview is useful and thought provoking. He obviously has given a great deal of consideration to his business and that of his customers. He may well argue the point that Stuller, the company, knows little about retail, but the fact is he is a thoughtful member of the jewelry community that has been dealing with independent jewelers for the past forty years and as a result knows quite a bit. His observations deserve more than cursory thought. Technology, once unleashed, can't be put back in the bottle. Matt's advice especially with respect to new technology and its applications deserve your considered thinking as do his ideas on inventory management.

TRJ



Frank Dallahan

co-publisher of The Retail Jeweler  
Email Frank@theRetailJeweler.com



# TrendSpotting

## Trendspotting at globalDESIGN

Shows are the ideal forum for discovering new styles and designers that will satisfy your customers and set you apart from your competition. Some of the best shows for trends are the smaller regional events like globalDESIGN. globalDESIGN is a unique trade event where retailers of exceptional jewelry meet an exclusive group of 18 designers chosen for their diversity, talent and international flair.

Positioned next to the Buyer's Market of American Craft,—the nation's largest wholesale fine art craft trade show, in the Pennsylvania Convention Center in Philadelphia on February 18th through the 20th — "gives retailers of all sizes the chance to meet artisans of every media," says Cindy Edelstein, producer of the show.

Here are the leading fine jewelry trends for 2011 as exemplified by the globalDESIGN stars:

### Trend #1: Rose-cut Diamonds

Rose-cut diamonds, which date back to the 1500s, are making resurgence in fine jewelry. The organic shape of these stones often features a flat bottom and a domed or multi-faceted top. They reflect light and offer a glint at every turn. The latest play on this trend is dramatic earrings with fields of pave stones or even more fun, a mass of bezels that creates a mosaic of moody hued glimmer.

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### Trend #2: Black and Gold

Black has been in fashion for a long time and blackened jewels are enjoying their time in the sun. Designers have been having fun with a wide variety of oxidation formulas and treatments so that we get designs with a variety of dark tones from medium grey to gunmetal to a hard black. The trend works in all kinds of jewels from casual daywear to bold evening styles adding a dramatic fresh foil to the richness of gold.

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### Trend #3: Fringe & Tassels

Fringe, tassels and fluttering movement are all right on trend for 2011. It's part of a romantic-vintage inspired mega-trend that is playing out in fashion these days. Fringe earrings give you a dramatic look at a lightweight, which is perfect for today's consumer, too.

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### Trend #4: Cocktail Rings

Big, bold rings are a must these days and there are many ways to get in on this trend. These statement makers look fresh with big gems (the more interestingly cut the better) or a medallion shape. Bi-pass rings give you the chance for more than one stone and some negative space to cut down on the metal content while keeping the scale.

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## Fashion from the Sea

For the retailer looking for something unexpected, new, colorful and wearable with an appeal to a wide range of customers, Ferraccia (Italian for stingray) might just be perfect. Ferraccia is a collection of jewelry designs created with stingray leather.

Ann Garrett, the designer, says the positive reaction from shop owners has been very positive. Available in 30 custom colors, in itself, it is a conversation piece—part of what the wearer enjoys. Garrett's collection includes cuffs, double-wrap bracelets, earrings, rings, necklaces I-Phone and I-Pad covers, passport covers and is constantly growing and evolving. The price points provide an opportunity to sell to a n interesting luxury item for a few hundred dollars to those customers who want something stylish that they do not see everywhere. Wholesale prices begin at 75.00 and the usual mark-up ranges from 2 to 2.5. Animal lovers can be reassured that the stingrays are fished for food all over Asia and the skin is a by-product. They are far from endangered. The use of stingray leather dates back to objects found in the tombs of Pharaohs. Samurai warriors used the skin on their sword handles because it is durability and texture. Stingray simply will not wear out, is washable with water and a soft tooth brush and maintains its color and beauty for years and years.

For more information  
call 918-779-4165 or email; [ann@ferraccia.com](mailto:ann@ferraccia.com).

## Designer Andrea Rosenfeld Collaborates on New Collection.

Jewelry designer and kinetic artist, Andrea Rosenfeld, collaborated with wood artist Ed Kelle to help bring her imaginative designs to life. Ed Kelle, a graphic designer, painter and sculptor, caught Rosenfeld's attention with his unique woodturning techniques and textures.



With Rosenfeld's knowledge in metalwork and gemstones and Kelle's proficiency with woodwork comes an exciting marriage in jewelry design. "The contrast of the wood with metal and gems is perfect. They exist together in harmony, and the different textures play off of one another beautifully" says Kelle.

Each piece speaks to an organic feel; designed around the natural movement/grain of the wood and stone. The pieces are earth-conscious, using reclaimed wood, recycled silver and stones harvested ethically (where available) and each have healing elements ignited by Rosenfeld, using Reiki, to release the metaphysical energies of the stones and metals. Interested in promoting the healing properties of minerals, Rosenfeld studied Reiki, a Japanese technique for stress reduction and relaxation that also promotes healing. Rosenfeld balances and charges the stones and metals, increasing their ability to uplift others.

Prices start at \$550 retail. For more information on Andrea Rosenfeld and her work, please visit [www.andrearozenfelddesigns.com](http://www.andrearozenfelddesigns.com).

## The "Dollar Watch"

Robert and Charles Ingersoll founded one of America's oldest watch companies and were responsible for many innovations in the production of pocket and wrist watches. With help from Henry Ford, they developed automated production for pocket watches in 1892. These





## NEW AND NOTEWORTHY

high quality precision pocket watches were sold for the low price of \$1.00 (a day's wages at that time). Now everyone could afford a timepiece of their own and the "Dollar Watch" became so popular that by 1910, Ingersoll was producing approximately 3,500,000 of them per year.

Over the next twenty years, nearly forty million of these watches were sold, and Ingersoll coined the phrase, "The watch that made the dollar famous!" Theodore Roosevelt mentioned that during his hunting trip in Africa he was described as, "The man from the country where Ingersoll was produced." Today Ingersoll continues to produce fine timepieces that are sought after by those who appreciate quality and fine styling. Call Quality Gold at 800-354-9833 for more information on the "Dollar Watch."



### New Gianni Deloro Supplemental Brochure

The new supplemental brochure features over 275 original designs of stylish, quality crafted pieces in 14K gold, sterling silver, and combination metals featuring silver with 14K gold accents. Price points range from \$5 to \$150 and no minimum orders. Catalogs are available to

qualified retailers, call 877-433-5676 for your free copy.

### Midwest Jewelers Trade Show Announces Speakers

The next Midwest Jewelers Trade Show will be held at the Monona Terrace Community & Convention Center in Madison, WI on March 12th & 13th, 2011.

Educational speakers at the show on Saturday will include; Gary Richmond & Madison Knight from Guild Jeweler Software Solutions. The topic is "Make Your Store Better with a Computer System". John Maguire from Maguire & Strickland Refining will be presenting some, "Tips on Buying Precious Metals." On Sunday, Steve Robinson, Regional Development Director - Illinois of Constant Contact will be the Keynote Speaker. the speech is titled, "Social Media Marketing Made Simple." The new Social Media Marketing Made Simple seminar is the place to learn social media best practices! It's not Twitter, Facebook, LinkedIn 101, but instead a discussion about how to use email and social media together to benefit your business and build relationships. Register on line at [www.midwestjewelerstradeshow.com](http://www.midwestjewelerstradeshow.com).

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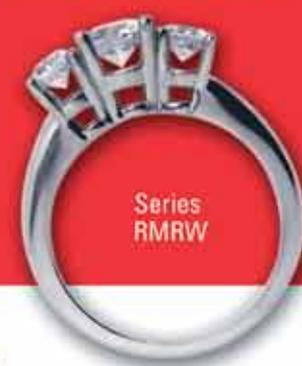
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## NEW AND NOTEWORTHY

### Parle Gems "Sales Effectiveness/Education Training"

Jewelers have a new weapon to help deal with the unprecedented pressures in today's marketplace, with Parle Gems and Jim Fiebig teaming up to offer a potent package that combines product with promotion, training outreach and education.

Called "SET," for Sales Effectiveness/Education Training, the program combines the inventory and skills of the leading source of colored gems and jewelry in the United States with one of the world's leading experts in marketing color. Jewelers say it is proving a highly effective tool for helping generate visibility and business. "Colored gems are an essential part of our inventory. They've enabled us to stay strong in a weak economy, and Jim Fiebig has played an important role in helping us succeed," says Nancy Schuring, president of Devon Fine Jewelry. Devon recently held a SET event that drew a number of customers and resulted in significant sales.

Fiebig acknowledges that many jewelers are still intimidated by the world of colored gems because of it can prove more complex and demanding than the diamonds that are the mainstay of their businesses. That's why he and Parle, known for colored stones in the US, have teamed up to create the SET Program.

Jewelers who participate in SET will need to make a minimum purchase from Parle. They will have to commit to a specific amount of material on memo, and to purchase 20% of that product. The cost of the event is based on the commitments they make to buy Parle material. In return for participating in the SET program, stores get; On Site Action, An incredible memo selection of colored gemstones & gemstone jewelry, Marketing materials, Highly focused, sales-oriented staff education, "Consumer Connection" outreach materials .

Samples of training materials, photos of training sessions and other content is available upon request. For more information, contact Jim Fiebig at 269-929-6032 or jimfiebig@yahoo.com.



### Select Group Adds Second Show

The Select Jewelry Show has announced their second show of 2011 on Sunday, September 26th and Monday, September 25th in Connecticut, at The Mohegan Sun Resort and Casino. "The success of the Select Jewelry Show is due to the exceptional strength of both the Vendors and Retailers. Mohegan Sun is a centrally located venue, 112 miles from New York City and 89 miles from Boston. This will make the Select Show a wonderful meeting place for the Northeast Retailers and Select Vendors. The venue also serves as a great destination for Retailers outside the region and in addition, offers some fun at a beautiful Resort and Casino." said Joe Carullo, Show Director.

The Select Jewelry Show is an intimate collection of designers and manufacturers that caters to the regional retailers, as well as hosted retailers from cities across the country. Retailers are invited to take advantage of buying in a setting of convenience, comfort, and luxury ... in an exclusive atmosphere with their nationally known vendors.

Retail jewelers interested in attending the 2011 event should contact Joe Carullo at 800-552-3790 ext. 3.

### Prime Jewelry Group Announces 2011 Venue

The Prime Jewelry Group has announced the date and location for its Fall 2011 invitation-only trade event. Scheduled for August 27-29, 2011 at The Ritz-Carlton, Dove Mountain in Marana, AZ, this exclusive event brings a select group of high quality independent jewelers from around the country together to explore private showings of upscale offerings by top jewelry manufacturers.

Prime Jewelry Group Members include Alisa, Alisa Unger Design / B & N, Alwand Vahan, Armand Jacoby, Belair Time Corp., Bellarri, Brazil Boutique, Breuning, Chatham Created Gems & Diamonds, Cherie Dori, Color Merchants, Inc., Designs By Vatché, Inc., Dove's Jewelry Designs, Edward Mirell, Elle Jewelry, Elma Gil, Frederic Sage, Gottlieb & Sons, Inc., Imperial, John Bagley Designs, Kabana, Leslie's, Lieberfarb, Inc., Louis Newman & Co., Makur Designs, Michael Werdiger, Inc., Parle Jewelry Designs, Pejay Creations, Quality Gold, Inc., Rainbow Gems, Inc. Tara & Sons, Inc, and Yael Designs.

To learn more about the Prime events, interested retailers or manufacturers should visit [www.primejewelrygroup.com](http://www.primejewelrygroup.com) or call 800-241-0399.

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