

Holiday Season Off to a Strong Start, Jewelers Say

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NOVEMBER 28, 2016

South Central: Not Putting All Your Eggs in One Basket

Both Susan Eisen, who owns a jewelry store in El Paso, Texas, and Craig Underwood of Underwood's Fine Jewelers in Fayetteville, Arkansas said they had a solid weekend.

For Eisen, the key to success was, and is, diversification.

Her eponymous store does gold buying consignment, appraisals, repairs and custom work, and currently has an **exhibition featuring reproductions of the jewelry worn by Jacqueline Kennedy Onassis**.

She said the exhibition has drawn in potential customers because "it's something different."

"You have to do lots of things. You can't put all your eggs in one basket with everything changing as it is," Eisen said.

Both Eisen and Underwood expressed the same sentiment about the now-concluded presidential election: It made their customers hesitant to spend and slowed business, particularly in October and early November.

But that feeling is easing now and they expect some pent-up demand

to show itself come December.

As Underwood put it, “The election made a lot of people nervous, and we feel that as retailers.”

But, now, he said he’s very optimistic about the holiday season ahead, noting, “There’s a lot of pent-up demand.”