

## Jewelers Say Mother's Day Business Up

By Rob Bates and Lindsey Wojcik

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Consumers were generally feeling upbeat and spending for Mother's Day, according to a spot-check of jewelers conducted by JCK.

Mother's Day sales "were fabulous compared to last year," says Mike Warren, owner of Warren Jewellers in Lancaster, Pa. "Number one was Pandora. Pandora is just explosive. We had Pandora last year, but we're doing better than last year. In addition, once we sell Pandora we try to show them Hearts on Fire and Tacori."

He noted that Pandora's low price points made his store competitive with others.

"I don't believe we were taking sales from other jewelers as we were from florists and potentially candy," he says. "We were never in the competition with flowers or candy. I think we are now."

Pandora also did well for Amanda Beane, assistant for Calvin Broyles Jewelers in Hurricane, W.Va., who raves overall sales were "fantastic."

"It was mostly a Pandora holiday," says Beane.

She generally found people to be "more free-spending" than past years

Meanwhile, another bead brand—Trollbeads—scored well for Eric J. Loch Diamonds & Fine Jewelry in Allentown, Pa.

"We had a Trollbead event in our store Thursday through Saturday so that definitely helped," says owner Eric Loch.

However, he found that there "wasn't a lot diamond jewelry going out this time around. I've found Mother's Day isn't a strong event for diamonds. I think [we sold] one or two diamond pendants in the \$2,000–\$3,000 range."

Sales were also strong at David Wachler & Sons in Birmingham, Mich.

"It was busier than the last couple years," says Buzz Wachler, owner and president. "The whole year seems to be picking up a lot."

He thinks consumers were "a lot more upbeat and positive. It seemed like people came in with their kids and had a say in the purchase. It seemed like a family event."

The store also ran a royal wedding-themed contest.

"We made a ring out of sterling silver, sapphire and cubic zirconia," Wachler says. "It was 'treat your mother like royalty.' It was a fun thing and people were interested, but I don't think it helped sales."

Don Lemp, owner of M. Lemp Jewelers in Syracuse, N.Y., also says he had "a strong Mother's Day."

"It was much better than last year," he adds. "We were pleasantly surprised. It was all over the board. We sold some Roberto Coin, Lagos, some diamond goods."

He figures the dominant price point was \$2,000 to \$4,000

Susan Eisen, owner of Susan Eisen Fine Jewelers in El Paso, Tex., also reports sales ran the gamut.

"People haven't been spending for the last few years, so when there is an occasion to spend, they spend a little more," she says.

Her dominant price point: \$500 and under.

No jeweler says sales were down this year. However, some—like Roger Hunt & Son, Fine Jewelry, Ocala, Fla.—figure sales were about average for the holiday.

"I'm up from last year overall but the numbers didn't change for Mother's Day," says Robin Hunt, store manager. "I go by dollar figures and since gold is not selling, we have to sell more silver."

And while the store's highest sale for Mother's Day was a \$4,000 gold diamond bracelet, the average store sale was around \$100.

Michael Smith, a salesperson with Dick Bundy's Regency Jewelers, Madison, Tenn., also thinks sales were "about the norm."

"The consumer mood has been fine," he says. "It's been great all year. But Mother's Day has never really been a huge day for us."

He adds: "We sold some bracelets and pendants. Overall, we are satisfied. It met our expectations."