

NATIONAL Jeweler

Retail Surveys

For jewelers, just how super was Saturday?

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New York--For some jewelers, it seems that Santa came a bit early this year.

After getting off to a strong start, sales have tapered in recent week, leaving some retailers less busy than usual on the final Saturday before Christmas, known as Super Saturday. Others, however, reported that sales have remained strong since Black Friday weekend.

National Jeweler runs holiday sales roundups throughout the holiday season, interviewing jewelers by region: Northeast, Southeast, Midwest, South Central and West.

Read on to see what jewelers in each region had to say about this past Saturday.

SOUTH CENTRAL

As reported earlier in the year, jeweler Susan Eisen continues to see quality top quantity at her El Paso, Texas store, Susan Eisen Fine Jewelry and Watches.

"It was great," she said when asked how Saturday sales were, noting that the average ticket remains high. "There's more quality sales than quantity sales. That's fine because we have tie to spend with each person."

Though she always reserves judgment on the year as a whole until the final numbers roll in, sales are

up over last year through Nov. 30, and Eisen expects to remain busy through the week.

“We’d like to be up [double digits] but that’s asking a lot in this economy,” she said.

Diamond earrings, slip-on bangles, tennis bracelets and yellow gold earrings have been among the big sellers at Stanley Jewelers Gemologist in North Little Rock, Ark. this holiday season.

Laura Stanley said the store was busy on Saturday, with strong foot traffic and customers who were happy to spend money.

Read more here: <http://www.nationaljeweler.com/independents/retail-surveys/For-jewelers-just-how-super-was-Saturday-6638.shtml>