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New York--As the most important sales time of the year, the holiday season is crucial for pulling customers in and interacting with them in order to generate sales.

Innovative, intriguing events can not only attract new customers and bring in existing customers, but engage

them in a way that will keep the store front of mind. National Jeweler talked to five retailers across the country about the events they came up with to do just that.

2. Alma mater art.

Susan Eisen Fine Jewelry & Watches
El Paso, Texas

This retailer always has found a way to combine jewelry and art, as one wall of the store is a permanent gallery. This fall, the store is holding a special event to serve as a tribute to a number of owner Susan Eisen's professors at the University of Texas at El Paso (UTEP) who helped her develop her skills and passion for the fine jewelry industry. The art from two of her professors will be on display alongside jewelry from two of her art metal professors for a month and a half for the retailer's "UTEP's Finest" event. During the Sept. 18 opening night reception, the store served drinks and appetizers for attendees. "People love when we combine art and jewelry, because the two passions so frequently overlap. Many people who collect jewelry also collect art," Eisen says.

5 fun events to engage clients this holiday season



Retailer Bernie Robbins held an event focusing on the 14 holiday trends outlined by Jewelers of America at the JA NY Summer Show, creating separate displays with examples of each.