

# INDESIGN

FOR THE RETAILER OF FINE JEWELRY

SEPTEMBER/OCTOBER 2011

GOOD TO GREAT DISPLAY

## case study

### SUSAN EISEN FINE JEWELRY & WATCHES, EL PASO, TX

**WHEN** it comes to rules-of-thumb, Susan Eisen gives them "two thumbs down." Upon opening her own store, Eisen initially followed the prevailing wisdom of the industry with regard to jewelry displays — avoiding bright colors and utilizing predictable layout patterns — but soon realized it just wasn't her style. "I like to take chances with my displays," she says. American

crafts and works of glass are often used as jewelry props in her showcases. Her inspiration comes from the best retailers in the business. Says Eisen: "Anytime I see a display I like, I take a picture on my phone, and now I have a whole album of ideas I like that I've seen in stores around the country." — STORY by TRACE SHELTON

IDEA 1



**the ceramic pots:** "They look like baskets, but they're made of clay, so they're really interesting pieces on their own. I'm in a Southwestern area, so I like Southwestern-themed displays, but I don't want to use the same ones as the local stores that sell Indian jewelry."

**the concept:** "I tried to get several Southwestern jewelry pieces together, and the pots work well with long pieces. The dark color of the pots against the light color of the jewelry really makes this display stand out. You have to decide if you want the display items to control what you do, or the jewelry to control the display. In this case, I started with the pots."