

FEEDBACK || LETTERS TO THE EDITOR

"Your lead stories in May [on face shapes] and June [on jewelers as fashion consultants] were both good ideas. The fashion consultant concept was a nugget I could nod to and see it as a change happening,

but it's not obvious yet."
— Charles Beaudet,
Beaudet Fine Jewelry Design, Eugene, OR

Loved the story about matching face types [in your May issue]. We forget that on one level

we are in the accessories business, and it is about making women feel attractive and good about themselves."

— Alexander and Gladys Rysman,
Romm & Co., Brockton, MA

america's finest

How much has the rising price of gold affected your ability to sell gold jewelry?

9%

Not at all — gold jewelry remains as popular as ever with my customers.

38%

Occasionally — a few customers see the higher prices and opt for lower-cost items.

35%

Moderately — a reasonable amount of customers are choosing lower-cost metals.

18%

Heavily — many of my clients are avoiding gold jewelry altogether.

Total votes: 93

"The problem has been when we special order something that may be priced one way in the case and higher when we order it. That does not make our customers happy."
— Susan Eisen, *Susan Eisen Fine Jewelry, El Paso, TX*

"The hype may, in fact, be helping our sales. People see the value of gold."
— Steven Goldfarb, *Alvin Goldfarb Jeweler, Bellevue, WA*

"Designer jewelry has been too expensive for several years. Now with gold prices as high as they are, there is very little perceived value. All you had to do was walk by their booths in Vegas to see that."
— Woody Justice, *Justice Jewelers, Springfield, MO*

"I believe stores that are not selling gold are not restocking their gold items that sell over and over. If you have it, they will buy it."
— Peter Manka, Jr., *Ben Garelick Jewelers, Williamsville, NY*

"It may cause some problems down the line. Most retailers' inventories haven't been updated to reflect current gold prices. When that happens, we'll see."
— Mark Moeller, *R.F. Moeller Jeweler, St. Paul, MN*

"What about the price of going to a ball game? What about the price of going to the movies? What about the price of designer handbags? That's what I think."
— Dan Kulchinsky, *Mayfair Jewelers, Woodbury, NY*