

JUNE 2010

INDESIGN

For the Retailer of Fine Jewelry Design



“Great magazine that we read cover to cover. You maybe need to do a story on how windows and window displays bring in business. We just did ours and we are getting a tremendous response!”

— **Jonathan Landsber**
Landsberg Jewelers, Rye Brook, NY

“The bridal-themed Customer Types story in your March/April issue was a good feature. In general, it pays to be proactive in offering trends. Don't be shy about having customers turn in jewelry they bought from you in the past. Tell them: those are dated; it's time to buy new! (And offer to redesign/convert the old stuff!)”

— **Eve J. Alfille**, *Eve J. Alfille Gallery and Studio, Evanston, IL*

“I really liked the 'Generation Next' story from your March/April issue. It's great to get background information on these new designers, something I don't have time for at a trade show. The 'Brides of a Feather' story was also well done.”

— **Paul Minton**, *B.C. Clark Jewelers, Oklahoma City, OK*

“Designer jewelry is for a person who truly values fashion and design. To stay ahead of the curve, we need to look not only at fine jewelry, but also designer

costume jewelry. Some of these lines are attracting the self-purchase customer because of their affordability — **Susan Eisen**, *Susan Eisen Fine Jewelry & Watches, El Paso, TX*

“Would like to see an issue on which brands actually deliver value for the price — the ones that truly want to be partners with the store owners. I'd like hear from the store owners themselves about the good and the bad.”

— **Lance Hersh**, *Saxon's Diamond Centers, Aberdeen, MD*

“Great issue! We are a family-owned business, and the 'Generation Next' is very important to us. That transition of making our longtime clients' children our clients is key to our longevity.”

— **Lula Halfacre**, *Traditional Jewelers, Newport, CA*

america's finest

How often do you have parties in your store?

3% More than once per month	11% Monthly	20% Quarterly	23% More than once a year
17% Once a year	8% Every couple of years	19% We don't have parties!	Total votes: 94