

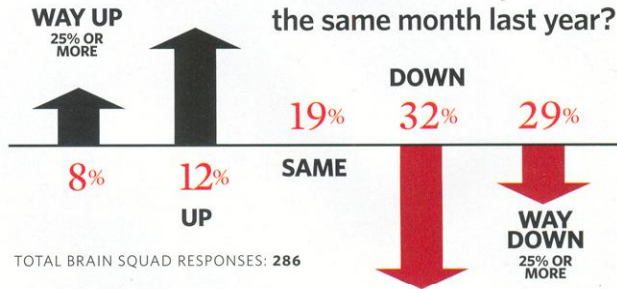


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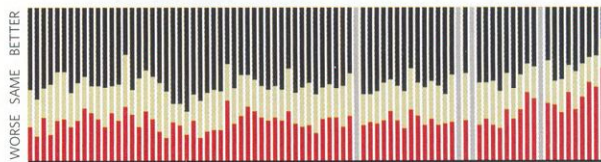
MONTHLY SURVEY

How were your sales in November compared to the same month last year?



TOTAL BRAIN SQUAD RESPONSES: 286

BRAIN SQUAD PERFORMANCE 2002 - 2008



HOT BRANDS

Jewelry brands mentioned by more than one of the 177 survey participants who responded when we asked what they'd be reordering in November.

PANDORA (34), **HEARTS ON FIRE** (11), **SIMON GOLUB** (5), **TACORI** (5), **ELLE** (4), **HOT DIAMONDS** (4), **TAG HEUER** (4), **CITIZEN** (3), **HIDALGO** (3), **ROBERTO COIN** (3), **ROLEX** (3), **SIMON G** (3), **STEELE** (3), **ALLISON-KAUFMAN** (2), **ALWAND VAHAN** (2), **CHAMILIA** (2), **FOSSIL** (2), **LESLIE'S** (2), **MARCO BICEGO** (2), **REMBRANDT** (2), **SCOTT KAY** (2), **STULLER** (2), **SWAROVSKI** (2), **TOM KRUSKAL** (2)

HOT SELLERS

My sales were down, but not horrible. Consumers are price shopping aggressively at this time. I even had a customer call me from a mall and wanted to know how much I would discount a Citizen watch she was looking at in JC Penney. — *Mark and Michelle Goodman; Goodman Jewelers of Abingdon, Abingdon, VA*

We seriously underestimated the fall in diamond demand. — *Russ Gibson; Christensen's, Hampton, IA*

Sterling and budget priced items are still best sellers. We have seen an increase in interest in three-stone diamond jewelry and solitaire diamond earrings (undoubtedly due to national advertising). — *James Sickinger; Sickinger's Jewelry, Lowell, IN*

PANDORA did well for us this past

month, along with sterling silver in general. We are ordering some **CITIZEN** watches, **FOSSIL** watches, and pearls. — *Linda Robin; Showroom of Elegance, Canton, MI*

Year after year, sterling is what we do best. My sterling inventory turns three times a year, versus gold that may turn only once a year on most items. It has a better price point for the customer and better margins for us. — *David Hendrickson; Silver Towne, Winchester, IN*

Watches have not waned at all, with **ROLEX**, **TAG HEUER** and **BAUME & MERCIER** actively sought. — *David Mazer; Milanj Diamonds, King of Prussia, PA*

We're down almost 45 percent versus last year. The only somewhat helpful category was custom design. — *Steve Saint-Louis; Earthworks Gem Design Studio, Kent, WA*

A new trendy sterling charm line, **THOMAS SABO**, is flying out the door. — *Lisa Corbin; Tompkins Jewellers, Lethbridge, AB*

We have totally cut back on buying. The goal is to leverage existing inventory and reduce total inventory by 50 percent, so we are very selective about what we are ordering. Things are going to be very, very tight going into 2009. — *Au-Co Mai; Emittations.com, San Diego, CA*

I am reorganizing my stock so I can sell what I have, redesigning what I have into fresher styles, and not ordering very much. I have decided

that my credit rating is the most important part of my business. I want to be financially solid all the time and I will be debt free very soon. — *Susan Eisen; Susan Eisen Fine Jewelry & Watches, El Paso, TX*

Bridal is doing a bit better than we anticipated. The only things that we're ordering are mountings from **STULLER** to set our own diamonds and gems for stock items. — *Rose Welch; Graham Jewelry, Lawton, OK*

We are ordering diamond studs, Journey pendants with ruby/diamond or sapphire/diamond combinations. — *Kari Akers; Akers & Akers of Fine Jewelry, Topeka, KS*

Seems like things picked up a tick at the end of November. Our customers made it clear they will be on the hunt for less expensive items and will be buying but spending less. We are adding to our price point under \$500 categories. — *Alex Weil; Martin's Jewelry, Manhattan Beach, CA*

There is really no one clear-cut selling winner. Interesting sterling silver jewelry seems to be the most popular however. — *Patty Gallun Hansen; Dorothy Gallun Fine Jewelry, Cedarburg, WI*

Pendants we make with ancient Roman coins are amazingly hot sellers. — *Michael Babinski; Foxfire Jewelers, Woodinville, WA*

We are making up a few black diamond pieces and otherwise reordering basics like adjustable chains from **LESLIE'S**. — *Kristy Goodrich; JK Jewelers, St. George, UT*

TACORI bridal and jewelry by **HEARTS ON FIRE** has been extremely strong. — *Craig Husar; Lyle Husar Designs, Brookfield, WI*

The new lines from **JOHN HARDY** are selling like hot cakes! — *Patrick McGlone; Azura - The Color Store, St. Thomas, US VI*

Buying estate jewelry continues to be strong. We are hosting estate jewelry and **ROBERTO COIN** trunk events to create sales and traffic. — *Jeff Guenther; Springer's Jewelers, Bath, ME*

People are still getting engaged. That category has been good. — *Lee Kromholz; Kromholz Jewelers, Cincinnati, OH*



TAG Heuer Carrera Calibre 1 Vintage 43mm timepiece with sapphire caseback and interchangeable straps, \$3,700

TOM KRUSKAL — particularly his new silver line — we can't keep it in stock. — *Sarah E.M. Fazzino; Peter Indorf Jewelers, Madison, CT*

We do nothing but sell beads! **3'S A CHARM** hand-painted beads do well for us. — *Christine Graichen; Malloves Jewelers, Middletown, CT*

We slashed prices to 50 percent off in-stock merchandise for the week of Thanksgiving hoping to grab some early sales before they spent their holiday budget. The average ticket at the slashed price was \$350. Therefore, the hot sellers were from \$500 to \$800 before the sale. — *Treva Roberts; Diamonds & Designs by None Other Goldsmiths, Gahanna, OH*

No one category seems to stand out this year. However, lots of self-purchasers. — *Steve Hammalian; Little Treasury Jewelers, Gambrills, MD*

Anything in silver, especially from **MMMA INTERNATIONAL** and **LAU INTERNATIONAL**. — *Dorothy Vodicka; The Gem Collection, Tallahassee, FL*

My repair department was the only department doing anything good this past month, up 50 percent over last year. — *Craig C. Curtis; Downtown Jewelry & Engraving Shop, Belfast, ME*

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TO RECEIVE INSTORE'S MONTHLY SURVEYS, E-MAIL brainsquad@instoremag.com