

IN YOUR STORE

DO YOU OR DON'T YOU?

Do You Have Your Own House Brand of Jewelry Or Watches?

YES, I DO

Our name-brand watches don't do as well as the Citizen Eco-drives. — *Vaughn Hendren; Vaughn's Earthly Creations, Los Lunas, NM*

Our house watch brand is the Belair private label program. We buy their closeouts for our loaner watch program. When someone leaves their timepiece with us for repair we offer a Springer's loaner watch to them. Half the time the customer wants to buy the loaner watch, and sometimes we just tell them to keep it as a gift. Our name is on the dial, so we get free advertising! — *Jeff Guenther; Springer's Jewelers, Bath, ME*

We feature the Samuel Gordon Century Diamond. It's been a huge success. — *Gary Gordon; Samuel Gordon Jewelers, Oklahoma City, OK*

We carry a house brand of ideal-cut diamond stud earrings and mounted solitaires. We also have shifted to making more of our own bridal designs to increase margins, quality control and productivity of our jewelers. We even needed to hire another jeweler to keep up! — *Jon Bumann; Chalmers Jewelers, Middleton, WI*

We carry private label semi's that we get from Ritani's Private Label line, plus Alfred Butler's Wonderment. — *Milton Doolittle; Benold's Jewelers, Austin, TX*

We got tired of apologizing for the poor quality and service of name-brand watches, so we have our own that we

can service and have control over the quality. — *Connie Stagner; Wedgewood Village Jewelers, Friendswood, TX*

We design the Heartbeat of El Paso, a line of jewelry about our great city! We cast and do the manufacturing in-house and have other artists participate in the giftware. — *Susan Eisen; Susan Eisen Fine Jewelry & Watches, El Paso, TX*

I have a line of fine fashion beaded jewelry and a line of children's jewelry that we make. They have been very successful and well received! — *Cathy Cook; Cathy Cook Jewelry, Vidor, TX*

Big colored stones with cuts that are rarely seen. They do not sell quickly. But they are invaluable to the image of the store. People rave about how they have been all over the world and have never seen jewelry like this before. — *Richie Khuesener; Gold in Art Jewelers, Mount Dora, FL*

We have developed a line called the Wilmington Collection. It consists of the Montesino bracelet, some custom-designed rings and watches that we call Wilmington Watch Company. It is very popular and was our best-selling category during the Christmas and Valentine's seasons. — *Chris Snowden; Snowden's Jewelers, Wilmington, NC*

We offer original island designs that are available only on Block Island (unlike, say, diamond studs). Having items that are only available in our

THE BRAIN SQUAD SPEAKS

CURRENT SURVEY RESULTS

45%
YES, I DO

55%
NO, I DON'T

TOTAL RESPONSES:
335



YOU'RE INVITED!

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shop is key. Many of our vendors are more than happy to custom make designs for us — all I have to do is ask! — *Ila Manner; Block Island Jewelers, Block Island, RI*

NO, I DON'T

Thus far, we haven't been able to find a brand that we can brand that is equal in quality to what we can't brand. And our customers don't care what company most of our jewelry comes from, so why spend extra money reinforcing the brand image that our customers already have? — *Rose Welch; Graham Jewelry, Lawton, OK*

Not interested in making the initial investment. — *Steve Stempinski; Steve's Place, Madison, GA*

At this time we do not, but we are looking to show off our custom work and get back to doing some of our own designs for stock. — *Scott Kelly; Jems Jewels & Gold, North Wales, PA*

Before this economy, it seemed like we were too busy to develop and promote our own brand of jewelry. It always seemed like a good idea and now it seems more likely for us to put an effort into making more of our own, rather than trying to find the budget for buying brands. — *Alex Weil; Martin's Jewelry, Manhattan Beach, CA*

So far I haven't been real interested just to have my name printed on a generic watch. At some point if I can do my own design and style I would consider it. — *Ben Brantley; Ben Brantley & Co., Shelbyville, TN*