

NATIONAL Jeweler

> 10x – EDITOR'S LETTER BY WHITNEY SIELAFF

Getting better!

The tables have turned, even if not by 180 degrees quite yet. Last year this time, we faced the worst market in decades. As we enter our most important month of selling this year, conditions have improved considerably.

Over the course of the year, members of our America's Best Jewelers social network have relied upon the support of their peers, exchanging thoughts, strategies, sympathy and congratulations. As the market began to turn, I reached out to the nearly 750 network members and asked if they had positive experiences they could share with us all to help boost morale and motivation.

Here are some of the responses.

"I've had more time to develop my own line of jewelry, both with my own materials and [through] recycling materials from my customers. It's a true adventure to reinvent the collections of my customers into something more current. Many people have taken things out of their safety deposit boxes that have been there for years."

—Susan Eisen, Susan Eisen Fine Jewelry & Watches, El Paso, Texas