

**SPECIAL VEGAS ISSUE**

**SMART TIMES  
A LOOK AT OUR CHICAGO SHOW**

# INSIDORE

**DRESS TO SELL**

**THE JEWELRY  
you wear  
MAY JUST BE  
YOUR BEST  
SELLING TOOL**

JUNE 2013  
The Magazine for the  
American Jewelry  
Store Owner

**NEW ARRIVALS  
PLATINUM JEWELRY**

**CATEGORY FOCUS  
DISPLAYS**

**TECH FOR YOUR STORE  
3-D PRINTING**

**LAS VEGAS BUYING GUIDE 2013**

# TREND REPORT

**WHAT YOU NEED TO KNOW  
ABOUT THE YEAR'S HOTTEST STYLES  
WHEN SHOPPING THE SHOWS**

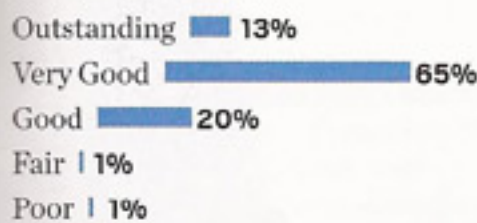
Earrings  
from Sylvie  
Collection





→ YOUR TAKE

HOW DID OUR MAY ISSUE STACK UP?



NET SATISFACTION INDEX: 78  
RESPONSES: 208

YOU CAN NEVER LEARN TOO MUCH

I rate the magazines I read by how many articles I cut out to read later when I have time. There are always so many from **INSTORE**, and for me to take a lot of time away from my store for these things is a real compliment to you! You never can learn too much and I love that the jewelry industry keeps me hungry for more!

*Susan Eisen, Susan Eisen Fine Jewelry & Watches, El Paso, TX*

TOO HOT FOR ME

I am always amazed at the prices quoted for the "Hot Sellers." In what part of the country do folks pay \$500-plus for silver bead bracelets, or \$600-700 for an oxidized silver ring with tiny diamonds? — **Mark Thomas Ruby, SunSpirit Designs, Loveland, CO**

MY CUSTOMERS DO FORGET

I am compelled to

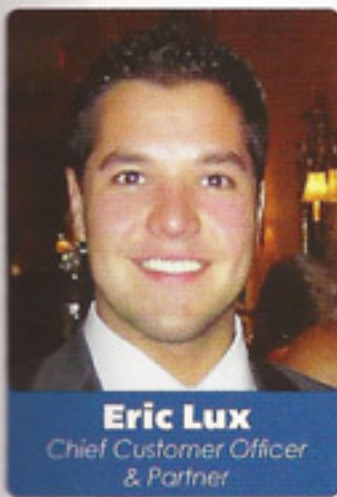
address a comment in Shane Decker's March 2013 column (*Service: A Company's Heartbeat*, page 90). Shane states one should never say "Are you sure you left it at this store?" Holy cow, man, I have to say that five to six times a year and it's not, as Shane states, that someone filed it wrong, it's still on the jewelers bench or the repair isn't done. No, Shane, some people just don't remember where they left it or get

confused between our store and the store four doors down from us. I am always one to steer away from absolutes and this is one of them. Heck, I had a lady drop off her ring for a quick polish. When she came back 30 minutes later and we asked her what color metal it was so we could get it from the cleaner, she couldn't remember! — **Gary Youngberg, Ames Silversmithing, Ames, IA**

CATALOG DATES WOULD HELP

It would be so helpful if the catalogs we receive, would have a date on the outside cover. Just the year would be good! Some put Volume 13 or something on it — but it doesn't help me at all unless I know the date. Yes, I should be throwing away the older versions, but I don't always get that done. — **Terry and Sandy Smith, GoldSmith Jewelers, Little Falls, MN**

Rembrandt Charms



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Our consumer marketing will reach 250 million consumers in 2013.

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Show Silver – Sell Gold!

- Traditional sterling silver charms have never been hotter
- Charm collectors are repeat customers
- Use sterling silver as samples for special order karat gold



13" w x 13" d x 19" h  
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18" w x 18" d x 73" h  
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