



# The Hangover

## HOW TO PROCESS, POST-VEGAS

By Hannah Connorton

**M**arket week is busy, to put it lightly. Multiple shows, a mass of designers, and hundreds of thousands of pieces of jewelry, all packed into one week.

Buyers take home a lot: catalogs, images, quotes, order forms and their notes are just the start of the list. So, what do retailers do with all of that information once they're back in their stores and ready to process all that they saw?

*National Jeweler* asked five jewelers from across the country to share their processes of organizing and prioritizing their plans post-Vegas.

Weighing in on the best way to handle the information overload after-party are Susan Eisen of [Susan Eisen Fine Jewelry and Watches](#) in El Paso, Texas; Laura Stanley of [Stanley Jewelers Gemologist](#) in North Little Rock, Ark.; Teresa





with a vendor, but need to consult our marketing calendar before confirming the date, so we do that and get back to that vendor.

**Matthew Rosenheim:** Once we are back at the store, the first step is gathering all the information from the show and getting it organized—this includes getting all images and prices from vendors of everything that was looked at in Vegas. We try and achieve this as quickly as possible so that we can review the things we've seen while the information and pieces are still fresh in our minds.

We generally identify many more pieces than we will be able to buy, so there is an initial prioritizing and whittling of choices that occurs so that the pool of merchandise starts to marry up with an established budget for the various

categories of merchandise. Most of the focus at Vegas is on new merchandise, which we don't typically need delivery on until the fall. Things are

quiet in Washington, D.C. in the summer, so the pressure to show new merchandise is not as great in that season as it might be in other markets. This gives us a little time to make decisions.

“I file by orders, things to think about, and things that are new that I need to check my inventory on to see if I want to place an order. It's basically making sure you take good notes ... I keep thinking I can remember everything, and I don't.”



SUSAN EISEN

**Q** What's an important task to get done quickly after returning from market week?

**LS:** I like to organize and think about how to use new vendors I just met or new styles. Also, I have to determine if a line I fell in love with over the weekend is too similar to something I already have.

**TS:** I call the vendors and request a catalog or ask for login information to access their web page. Then I call a staff meeting and review each vendor's line. Everyone votes for their favorite,



and bingo—we have now selected a new line in those categories we needed to change or add on to. I then make an appointment with the sales rep. If there is no sales rep available in my area, I order online.

**MR:** When we return from market week I take what we saw in Vegas, juxtapose it against the existing inventory and start to create a general picture of the overall inventory, paying attention to covering our categorical bases. We are a store that sells a broad range of categories, and each of these categories needs freshness, so balancing all of these things is very much part of the challenge and I find there's a different answer to how to do that well every year.

“You have to know your market, where you are currently and where you want to go in the future from a merchandise perspective. You have to take some chances and be willing to push your market and clients, within reasonable parameters of course.”



MATTHEW ROSENHEIM  
TINY JEWEL BOX

**Q** What is the most difficult thing to organize after seeing the shows? And, how do you handle it?

**Susan Eisen:** Business cards. In the past I'd put them in different places; now I take clear plastic binder sheets and put them in there right away so I don't have to go hunting around for them later.

**LS:** Just hanging, indefinitely, on to information from someone you might eventually want to contact is tricky. After a few months, a stack of “keep these” business cards loses its relevance.

**HW:** We review what merchandise we saw at the show, and we decide what we'd like to have. This is often the most challenging part because we'd like to have it all, but the budget doesn't



**Q** Are there any steps you take while in Las Vegas to ensure you're already organized when you return to your store?

**SE:** I try to organize my files in my hotel room before I leave so I don't come back and have to do it. I file by orders, things to think about, and things that are new that I need to check my inventory on to see if I want to place an order. It's basically making sure you take good notes ... I keep thinking I can remember everything, and I don't. **NJ**

