

## InFront > CASE IN POINT



IT'S THE THOUGHT THAT COUNTS, and this year when you stock your display cases with holiday items, think about pieces that make affordable and stylish gifts for stuffing stockings. When your customers come in and want to give a piece of jewelry that is in keeping with a smaller budget, have a range of items that are timely but on trend that you can offer them. — **BETH BERNSTEIN**

# Stocking Stuffers

### 1. STERLING REPUTATION

**BRACELET:** Sterling silver genuine diamond heart dangle on braid bracelet with toggle  
**TELL 'EM THIS:** Allow your customers to give a gift straight from the heart this holiday season. With real diamonds, this piece is accessibly priced yet has a high ticket look.  
**MSRP:** \$115.62  
(866) 845-0140  
sterlingreputation.com

### 2. JOSEPH MIMI

**BANGLE:** René Collection bangle in solid bronze  
**TELL 'EM THIS:** A stackable bangle that can work with other bangles, or link chain bracelets  
**MSRP:** \$199  
josephmimi.com

### 3. CORALIA LEETS

**EARRING:** Gold-plated brass stud earrings with labradorite (comes in 12 colors)  
**TELL 'EM THIS:** Present a loved one with something they can wear every day in versatile labradorite, which makes neutral clothes pop.  
**MSRP:** \$148  
(212) 226-8878  
coralialeets.com

### 4. LK JEWELRY

**EARRINGS:** Base metal chandelier earrings with gold and silver finish  
**TELL 'EM THIS:** Get in on a trend without breaking the bank. This is a great gift for someone who loves to dress up for holiday events.  
**MSRP:** \$100  
(212) 226-8878  
lk-jewelry.com

### 5. LINKS OF LONDON

**CHARM NECKLACE:** From the Keepsakes Collection, sterling silver horseshoe, "Turn Over a New Leaf" and wishbone charms  
**TELL 'EM THIS:** Three charms together bring luck as does the horseshoe.  
**MSRP:** Chain, \$120; horseshoe charm, \$55; "Turn Over a New Leaf" charm, \$80; wishbone charm, \$60  
linksoflondon.com/us-en

### 6. SOLA - SISTERS OF LOS ANGELES

**BRACELETS:** Cotton Los Angeles friendship bracelets  
**TELL 'EM THIS:** Friendship bracelets are hot right now and even if you don't live in LA, they are a great gift.  
**MSRP:** \$5.50  
(213) 746-5363  
solaltd.com



## CHRISTMAS CURIOS

**NO OTHER HOLIDAY PERIOD** offers such a broad selection of prop possibilities. Be careful not to overdo it, as the décor can easily overwhelm the look of the store and make the jewelry harder to present effectively. Decorate the overall store interior more than inside the showcases. This allows your jewelry to remain the focus of attention.



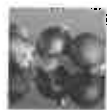
**BIGGER IS BETTER** Just because stockings are traditionally small doesn't mean they automatically have to be. Think big by

using oversized stockings around the store. Give one to each of your sales staff to carry and place a suggested gift item inside. Have them pull out the jewelry from the stocking to show everyone who comes in.



### BE POPULAR ... AND PRICE CONSCIOUS

To be certain no customer misses the suggestion, place a box containing a popular "stuffer" item inside each showcase spilling out of a stocking. Add a sign with a description and price point if it looks like a good value.



### JEWELRY SHOW

The only shiny things inside your cases should be for sale! Gold foil ornaments will outshine your best gold jewelry so spray any such props with "matte" spray from your local art supply store before they go into the cases.

**LARRY B. JOHNSON** is senior vice president of Pacific Northern in Carrollton, TX, and the author of *The Complete Guide to Effective Jewelry Display*. Contact him through [effectivejewelrydisplay.com](http://effectivejewelrydisplay.com).