



MEN'S JEWELRY has been consistently growing as a category in jewelry, which offers more opportunities in your store to celebrate Dad. Women purchase Father's Day jewelry as gifts from themselves, the kids and for their own dads so it is key to strike a responsive chord with this audience by displaying pieces that will attract their attention with the selection as well as the way in which they are displayed. — BETH BERNSTEIN

**1. ALISA**

**BRACELET:** Sterling silver with 18K yellow gold accents in a silver basketweave texture  
**TELL 'EM THIS:** This is a comfortable-fitting bracelet that is masculine and that crosses a range of ages and demographics.  
**MSRP:** \$750  
 (888) 253-6600  
 alisadesigns.com

**2. CG CREATIONS**

**BRACELET:** Stainless steel and rubber with clasp  
**TELL 'EM THIS:** A fun, hip and edgy approach for the dad who's confident in his individuality  
**MSRP:** \$119  
 (800) 431-1606  
 stellarwhite.com

**3. ELIZABETH GAGE**

**CUFFLINKS:** 18K yellow gold with cabochon rock crystal and an enamel oriental design  
**TELL 'EM THIS:** Perfect for a blue or white shirt, these cuff links have a unique design and are artfully finished with a swivel bar back set with a round cabochon sapphire on each end.  
**MSRP:** \$9,780  
 +44 (0) 20 7823 0100  
 elizabeth-gage.com

**4. LINKS OF LONDON**

**BRACELET:** Crafted from brushed stainless steel, woven mesh and carbon fiber  
**TELL 'EM THIS:** The bracelet features an engineered clasp with a carbon fiber inlay, which will offer longevity to this contemporary design.  
**MSRP:** \$295  
 (888) 295-4657  
 linksoflondon.com

**5. ROTENIER LTD.**

**CUFFLINKS:** Sterling silver with acoustic guitar and pick motif  
**TELL 'EM THIS:** If Dad is a guitar player, a rocker or a music lover, these are the perfect gift for him.  
**MSRP:** \$345  
 (212) 768-1117  
 rotenier.com

**6. ARTISTRY LTD.**

**CUFFLINKS:** Sterling silver with black rhodium and a grooved texture, measures 13mm by 31mm  
**TELL 'EM THIS:** These are versatile and can be worn more sporty or casually. The geometric lines and simplicity offer an appeal that will go with various personalities.  
**MSRP:** \$175  
 (888) 674-3250  
 artistrylimited.com



**FATHER'S DAY 2013 PROPTALK**

Setting up showcases for Father's Day can be fun when you apply creativity. Don't forget these shoppers are likely women so add signs and merchandise that will increase their odds of making a self-purchase as well. Promote a "One for Dad and One for me" approach.



**OLD DAD = BIG BUDGET**  
 Father's Day shoppers usually spend more on older dads. Include downloaded images of granddad next to higher ticket items.



**IMAGINATION NOT REQUIRED**  
 Display your best cuff links on a real shirt sleeve. They will sell better if you show how they can be worn.



**TIE ONE ON**  
 Find the worst tie you can and put a great gift item on top of it with a card asking ... "Which do you think Dad would prefer this year?"

**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).