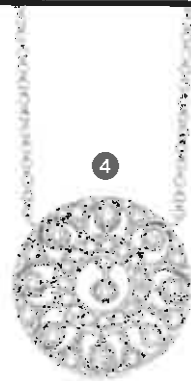


TO MOM, WITH LOVE

"SENTIMENTAL JEWELRY HAS continued to become more important across the board and particularly on Mother's Day," says Jonathan Landsberg of Landsberg Jewelers in Rye Brook, NY. The perfect Mother's Day gift will also allow your mom's personality to shine through — pieces this season are made to show off individuality. — **BETH BERNSTEIN**



1. IMPERIAL PEARL

NECKLACE: 18-inch freshwater cultured pearls with a sterling silver "Mom" toggle closure

TELL 'EM THIS: What a way to update pearls to be a special gift with a closure for the woman who wears you closest to her heart.

MSRP: \$125
(800) 556-7738
imperialpearl.com

2. KIT HEATH

NECKLACE: Sterling/argentium silver heart openwork pendant

TELL 'EM THIS: No ordinary heart design, this one has a floral motif to show how a mother's love continues to grow.

MSRP: \$50
(888) 808-6428
kitheath.com

3. THE TOUCH

STACK RINGS: 14K yellow gold bands with: 4mm peridot, pavé set diamonds (0.50 TCW), 4mm round aquamarine or 4mm pearl

TELL 'EM THIS: Stack rings are a great way to create a multiple purchase and a big look from all of the kids or grandkids.

MSRP: \$562-\$626
(781) 894-8133
the-touch.com

4. KC DESIGNS

NECKLACE: 14K gold circular pendant with diamonds (0.29 TCW)

TELL 'EM THIS: Circles, like a mother's love, are continuous and enduring and diamonds and diamonds are meant for constancy. Together, they are perfect for that wonderful woman on Mom's Day.

MSRP: \$1,500
(800) 552-3790
KCDesignsNYC.com

5. MANNIN FINE JEWELRY

BRACELET: Charm bracelet in sterling silver with 22K gold overlay square charm

TELL 'EM THIS: Monogram initials of your mom or all of the kids — there are many different ways to personalize this bracelet.

MSRP: \$325
(323) 987-5023
manninfinejewelry.com

6. REGO DESIGNS

NECKLACE: Smooth circle pendant with diamond bail in 14K white gold

TELL 'EM THIS: This is from the company's Milestones collection. Add on ruby and sapphire enhancers for the big events in your customer's life.

MSRP: \$675
(419) 562-0466
regoonline.com



PROPS TO MOM

Rule No. 1 for Mother's Day props (and other occasions as well) is to be consistent in your overall marketing image. If you have a traditional store, go with traditional props. A younger clientele might respond to a more aggressive approach. Fashion forward stores require an edgier approach.



TURN THE TECH CROWD.

Buy Mom some jewelry. It'll outlast a new iPhone. Use signage and suggested merchandise alternatives to gadgets to keep the business in your store.



DISPLAY MULTIPLES TOGETHER.

Odds are good that Mom's birthday or anniversary happens not long after Mother's Day. Improve your chances of multiple sales by displaying companion pieces close by.



STICK WITH TRADITION.

Mother's Day the way you remember it. Pretty flowers, lots of pink greeting cards and lacy ribbon. Emphasize your years in business, broad selection and sure-fire gifts that will please.

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.