

CASE IN POINT

BY BETH BERNSTEIN

IN YOUR STORE

Mom's Style

This Mother's Day, go for original, creative jewelry that suits women's varied lifestyles. Sure, sentimental and meaningful jewelry helps your customers show how much their moms mean to them. But understanding Mom's personal style is also important. Take a step out of your safety zone with pieces that are feminine, enduring and a tribute to Mom.



1 Kristin Hanson

PENDANT: Petal pendants in 18K gold and either rose quartz or smoky topaz.

TELL 'EM THIS: This pendant is offered in both a pale or deeper color gemstone, to suit various complexions. The design is simple yet elegant and offers a substantial look for a woman of substance.

MSRP: \$1,850 each
(718) 483-9559
www.kristinhansonjewelry.com

2 Nancy Edwards

EARRINGS: Sterling silver earrings with crystal quartz set in a crown motif.

TELL 'EM THIS: A big look at a reasonable price, these earrings have old-world charm in the construction of the setting and a familiarity in the drop style — a look any mother would love.

MSRP: \$595
(310) 560-9006
www.nancyedwards.com

3 Dawes Design

PENDANT: A faceted ruby in 14K yellow gold on 18 inches of textured oval-link chain.

TELL 'EM THIS: It's versatile — an easygoing piece for any occasion in a length that goes with almost every neckline. And it has a powerful healing stone.

MSRP: \$1,725
(888) 802-0880
www.dawes-design.com

4 Ostbye

LOCKET: Sterling silver heart locket on an 18-inch chain.

TELL 'EM THIS: A pretty piece for Mom to wear precious memories close to her heart. It can be worn alone or added to a collection for a contemporary multi-charm look.

MSRP: \$55
(866) 553-1515
www.Ostbye.com

5 KC Designs

EARRINGS: Black-rhodium-plated 14K white gold pavé outlines clover motifs on mini hoops.

TELL 'EM THIS: These are fashionable yet enduring. The mini hoops can be worn alone or with the charms, giving your mom two looks from which to choose — subtle or sparkly.

MSRP: \$1,865
(800) 552-3790
www.kcdesignsnyc.com

6 Jolie B Ray Designs

EARRINGS: Tres Jolie 18K-gold diamond and white topaz detachable drop earrings.

TELL 'EM THIS: For the extra special woman, it's two gifts in one. These earrings can be worn full length or the topaz teardrops can be removed for a smaller, go-anywhere look of scrolls of gold and tiny diamonds.

MSRP: \$1,500
(914) 772-5465
www.joliebray.com



PROP TALK WITH LARRY B. JOHNSON

WHEN DECIDING ON PROPS FOR MOTHER'S DAY, remember higher-end items are more likely bought for mom by the father or a mature child. The younger child will be shopping in less expensive cases. Apply these differences to the trim you choose on a case-by-case basis.



KEEPING WITH TRADITION: Classically themed props will display the elegant appeal of your better merchandise such as diamonds. They support the right impression.



ON THE LIGHTER SIDE: Homemade-looking props go well with more affordable jewelry. Make these cases more fun.



CONVERSATION PIECES: More unique jewelry pieces from around the world will be underscored by unexpected props. They will start conversations.

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 www.effectivejewelrydisplay.com.