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DEAR MOM

MOTHER'S DAY GIFTS

THE TIME OF THE YEAR is quickly approaching when we celebrate the women who gave us unconditional love and took care of everything from a sprained ankle to a broken heart. For mothers everywhere, the gifts of appreciation can range from sentimental to simply charming. Whatever age or demographic, your customer can't go wrong with tokens of love, meaningful motifs that represent her cherished family and perhaps a few of her favorite things. — **BETH BERNSTEIN**

1. BASCH AND CO.

NECKLACE: Sterling silver 3/4-inch monogram charms and 14K gold-filled heart dangle charms on 18- or 24-inch bead chain

TELL 'EM THIS: Offer your customers the opportunity to purchase one monogrammed disc with Mom's initials or, as pictured here, three that represent her kids. This style is interspersed with hearts for a sentimental touch.

MSRP: \$350
(800) 558-1144 | janebasch.com

2. LAUREN SIGMAN

EARRINGS: 14K gold flower and diamond earrings with freshwater pearls

TELL 'EM THIS: An update on the classic pearl, this is a versatile gift from daughter to mother or husband to wife on this special day.

MSRP: \$1,320
(407) 256-4011
laurensigmanjewelry.com

3. JUST JULES

LOCKET: 14K vintage gold-filled locket with 14K gold chain and diamond beads

TELL 'EM THIS: A meaningful gift for Mom, as the designer explains: The star/moon design symbolizes the heart and all that is divine.

MSRP: \$900
(480) 860-6211 | justjules.com

4. MONICA RICH KOSANN

LOCKET: Sterling silver with an oval rock crystal/mother-of-pearl stone and white sapphire border

TELL 'EM THIS: A fashionable yet enduring piece that is on target with today's trends in gems but also can be given from daughter to mother and then passed down through generations of the women in your customer's family.

MSRP: \$895
(203) 972-3115 | monicarichkosann.com

5. REMBRANDT CHARMS

BRACELET: 14K yellow gold link bracelet with 14K charms.

TELL 'EM THIS: Honor Mom's never-ending devotion, unlimited compassion and unconditional love with these keepsake charms.

MSRP: \$3,800
(800) 828-7840 | rembrandtcharms.com

6. MARATHON

NECKLACE: Sterling silver locket with a hidden hinge. **TELL 'EM THIS:** This slim locket holds four photos. It is engraveable to convey words of affection, a date or Mom's name.

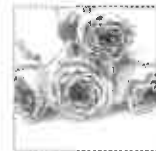
MSRP: \$140
(800) 451-1515 | marathon-co.com

PROP TALK
WITH LARRY
JOHNSON



LISTEN TO MOM » Don't be afraid to be a little aggressive in your prop choices. Create signs that drive home the point (i.e. Jewelry = Lifetime, Chocolate = waistline). Your clients are going to buy Mom something, make it jewelry!

CARATS NOT CALORIES » Use faux chocolates in your case along with a few of your nicer pieces to drive home the lasting value of jewelry. A sign that says "Jewelry lasts a lifetime" will make the point. (Do not use real candy, trust me!)



NON-COMPETE CLAUSE » Buy a few floral sprays and let them wilt. They will look awful next to a nice pendant, which is the point. Include a small sign: "Jewelry will still look great on Mom many years from now."



GET CELL-ING

Place an old cellphone along with a sign: "Classic jewelry doesn't get outdated ... or have limited minutes of use."



« **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.