

CASE IN POINT

BY BETH BERNSTEIN

Valentine Favors

Tokens of affection are icons of Valentine's Day, whether spelled out in words or more discreetly in symbolic motifs. Help your customers choose gifts straight from the heart that their objects of affection will love.

PHOTOGRAPHS BY JEFFREY M. HARRIS

IN YOUR STORE



1 Kelly Waters

NECKLACE: Sterling silver oval engraveable tag pendant, heart and forever charm with pearl drop.

TELL 'EM THIS: This is a necklace you can personalize, which will make it an extra special heartfelt gift.

MSRP: \$160
(617) 282-3620
www.kellywaters.com

2 Italgem

BRACELET: Sterling silver pavé diamond heart with black leather bracelet and rhodium-plated magnetic clasp.

TELL 'EM THIS: This bracelet combines a tough and tender feeling for the woman who likes her jewelry to be meaningful yet have a bit of an edge.

MSRP: \$129.99
(514) 388-5777
www.italgemjewelers.com

3 KC Designs

PENDANT: 14K pavé diamond "love" pendant on 18-inch chain.

TELL 'EM THIS: Spell out your emotions in a pendant for your significant other this Valentine's Day.

MSRP: \$755
(212) 921-9270
www.kcdesignsnyc.com

4 Leslie's

PENDANT: Sterling silver and onyx pendant with Swarovski Crystal pavé.

TELL 'EM THIS: The black onyx and sparkle of the crystal make this pendant a great gift for Valentine's Day and a piece your loved one can wear year-round to spark up her basic black or act as a contrast to whites.

MSRP: \$376
(800) 221-2628
www.leslies.com

5 Rembrandt

BRACELET: Sterling silver lock and key charm bracelet.

TELL 'EM THIS: Iconic sentimental charms make this bracelet the perfect gift for different demographics, ages and relationship levels: dating, engaged or married.

MSRP: \$295
(800) 828-7840
www.rembrandtcharms.com

6 Dogeared

PENDANT: Bird and heart charms in gold plated brass on 18-inch chain.

TELL 'EM THIS: This is the "love birds" necklace. "Make a wish and put on your necklace and wear it as a reminder that you make my heart sing!"

MSRP: \$72
(310) 846-4444
www.dogearedwholesale.com



PROP TALK WITH LARRY B. JOHNSON



A PRETTY PACKAGE: Using your gift boxes as display props reinforces the gift-giving moment you are offering. If your packaging is extraordinary, your displays will be, too.



EVERY PICTURE TELLS A STORY: Fuel the anticipatory pleasure of gift-giving with photos that tell different love stories right in your cases. Visit bigstockphoto.com for ideas. The message will be: "This can be you."



HAVE A HEART: If you've gotta have a heart, use subtle props like this glass version to convey the Valentine spirit. Never use real foil-wrapped chocolates as they will melt (along with your image!) under your lights.

FOR 2012 VALENTINE'S DAY, think outside the red foil heart-shaped candy box and don't be afraid to have fun. Your customer will get the idea and your store will stand out from the others in your market. Go subtle for props in your diamond cases and big for your window displays.

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.