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PROF TALK WITH
LARRY JOHNSON

WHAT'S NOT TO LOVE?

Valentine's Day is a great time to have fun with your props. This year, avoid the kitschy paper hearts in favor of something more innovative. It will reinforce the perception that you have a more unique approach and merchandise assortment.



IN TRANSLATION

Emphasize the countries of origin for the great gifts in your store by placing words of love in translation. In the case near the merchandise with a note explaining the tie-in. For example, "These diamonds are from Antwerp where they say 'Ik zie je graag.'"



CUSTOMER RELATIONS

Valentine cards create the spirit of the holiday on a modest budget. Order personalized cards with your store's message inside and mail them to your customer list a few weeks before the day. Use extra cards as props in the cases to tie it all together. Get your cards at www.signaturecards.net.



HAVE A HEART

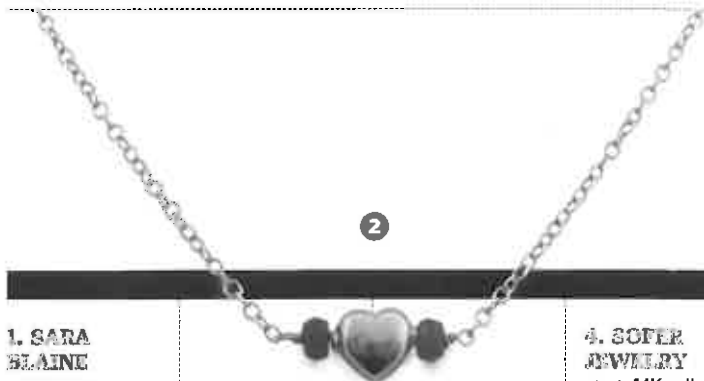
Join forces with the American Heart Association by donating a gift from each Valentine sale to this cause. Put some AHA promo items in the showcase. Contact the AHA at www.heart.org for details.

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.



Love Tokens

SENTIMENTAL MOTIFS speak volumes for Valentine's Day gifts. Make sure to have a range of hearts as well as other meaningful symbols to help share the love. Remember to have a varied assortment of accessible price points as well. — **BETH BERNSTEIN**



1. SARA BLAINE NECKLACE AND BRACELET: The necklace features sterling silver hearts with garnet accent beads. The sterling silver charm bracelet features heart-shaped garnets. **TELL 'EM THIS:** Let her know your heart is with her with these pieces, which can be worn together. **MSRP:** Necklace: \$253; Bracelet: \$588 (205) 464-4254 sarablaine.com

2. ISABELLE GRACE JEWELRY PENDANT: Vermell heart accented with ruby beads **TELL 'EM THIS:** A sweet delicate heart for your customer's sweetheart. **MSRP:** \$42 (508) 951-1749 isabellegracejewelry.com

3. DOGEARED NECKLACE: Gold dipped crescent moon pendant **TELL 'EM THIS:** The message on this crescent moon pendant is clear with packaging that says, "I love you to the moon and back." **MSRP:** \$64 (310) 846-4444 dogeared.com

4. SOFER JEWELRY RING: 14K yellow gold pavé diamond bow ring **TELL 'EM THIS:** Stay tied together with this pretty bow ring. **MSRP:** \$960 (212) 575-0213 soferjewelry.com

5. REMBRANDT CHARMS BRACELET: Sterling silver charm bracelet with motifs inspired by love **TELL 'EM THIS:** This bracelet, named "Remember the Love," is a wonderful way to celebrate all romantic moments in a couple's life. **MSRP:** \$279 (800) 828-7840 rembrandtcharms.com

6. OVERNIGHT PENDANT: Monogram pendant in sterling silver. It is also available in 10K or 14K white or yellow gold. **TELL 'EM THIS:** Combine both his and her initials in one pendant. **MSRP:** Sterling silver \$269 (888) 731-1111 overnightmountings.com