

IN THE MIX / HOW ONE RETAILER'S INVENTORY WORKS AND WHY

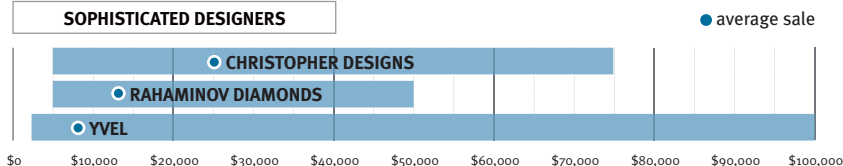
Lisa Peters

DESTIN JEWELERS
MIRAMAR BEACH, FL

One of INSTORE's America's Coolest Stores, Destin Jewelers has been serving northwest Florida for more than 25 years. Owner Lisa Peters has evolved the store into a boutique experience that is at once whimsical and high-end. — **Story BY TRACE SHELTON**

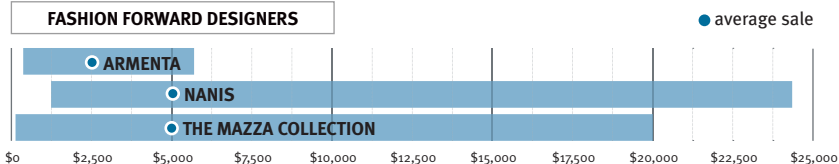


SOPHISTICATED DESIGNERS



"Christopher Designs provides us with a branded diamond with additional faceting that gives it a superior brilliance and fire, while Rahaminov's Kifani Collection of rough, natural diamonds — including natural black, cognac, gray and green diamonds, as well as rose cut — is unique and fashionable. Yvel is probably one of the most awarded pearl designers in our industry, with beautiful designs with a distinct and recognizable appeal."

FASHION FORWARD DESIGNERS



"The beautiful and intricate designs of Armenta have become a favorite with our regular customers, who are always interested to see the new season colors to add to what they have purchased in the past. Nanis provides bold, edgy Italian designs that women can wear multiple ways, including 18K yellow gold and faceted colored gems. The interesting thing about these two lines is that both are developed and designed by women for women, and are therefore primarily purchased by women! The Mazza Collection, which we've carried for over 20 years, is colored gemstone jewelry mixed with 14K yellow gold and often accented by pearls for a traditional, Italian Etruscan feel. These pieces are very wearable in our beachfront environment. Women love the pops of color enhanced with an interchangeable clasp system, which gives them the ability to mix, match and grow pieces."

"Destin Jewelers has never been a traditional jewelry store. We prefer to look for unique characteristics in the designers we carry while still offering the utmost in quality. It's these types of fashion forward, easy to wear pieces that women begin to collect and mix and match in multiple ways to get many different looks from casual to elegant. Our ultimate wish is for each customer who visits to experience the fun, whimsy and charm of our store and to visit often!"

"We've just recently incorporated high-end ladies' fashion accessories, transforming our high fashion jewelry boutique into the ultimate ladies' fashion experience. Accessories include handmade scarves, handbags, belts, hats, eyebobs and sandals imported from Italy, Spain and France."

**TEACH YOUR CLIENTS
ABOUT DESIGNERS**

ONE OF THE KEY REASONS consumers purchase designer products is because they feel that they share an aesthetic with the designer. In other words, they fall in love with a line or product.

I know, for instance, that I can find the shoes I want from Via Spiga, and it keeps me coming back again and again. And, I am willing to pay more knowing that I'll be saving time and buying a quality product that will last. This is a powerful dynamic that can also apply to your store.

This connection can be even stronger if your clients are introduced to the designer. The more vividly we paint the picture, the more our clients feel as if they know the person.

Shopping is still one of the top forms of recreation. And, we like to talk about our purchases, especially if there is an interesting story to tell. Oftentimes retailers know quite a bit about our lines — the country it was manufactured in, the specific manufacturing techniques, the design inspiration, the unique materials or gemstones. But, we fail to effectively communicate this to our clients.



THIS MONTH'S EXPERT

Sally Furrer

Sally Furrer is a merchandising consultant with 20-plus years of jewelry industry experience. (sallyfurrerconsulting.com)

Here are six tips:

- ▶ Don't just rely on marketing materials given to you. Call the designer to see what other information you can glean.
- ▶ Display a framed image of the designer with a short bio/design philosophy.
- ▶ Put together a features/benefits, design inspiration, designer bio and facts sheet for each sales associate.
- ▶ Role-play sales presentations in a team meeting until every associate is well versed in the line.
- ▶ When marketing the brand, include the aspects that differentiate the brand, not just the product.
- ▶ Have "Meet the Designer" events in your store. Always have a staff breakfast training with the designer prior to the event.