

INSTORE®

NOVEMBER 2023

THE MAGAZINE FOR THE AMERICAN JEWELRY STORE OWNER

AI Adjustment

SEO changes to make right now

Piquing Interest

How to sell jewelry to repair clients

Value Check

How to calculate staff productivity

18
NEW RING
DESIGNS

COVER JEWELRY
BY GUMUCHIAN

Steady climb

THE 17TH ANNUAL BIG SURVEY

JEWELRY RETAILERS TOUT GREATER PRODUCTIVITY IN 2023

Store Performance p. 38

Lab-Grown Diamonds p. 48

You, The Jeweler p. 50

Management & Staff p. 64

Salary Survey p. 68

INFRONT OPENING LINES

Opening Lines *November's look at the newest jewelry*

\$2,398



WE LOVE LOVE

LE VIAN's Modern Romance collection is as searingly passionate as true love's kiss, with glowing red rubies, pretty pink sapphires, peach morganite, and glittering light diamonds in rose gold and platinum. Available in entry level price points for new sweethearts or truly luxe treasures for long-time loves celebrating many years together.

14K rose gold pendant with ruby (1/15 TCW) and sapphire (5/8 TCW)
levian.com

WATCH THIS WATCH

The KENNETH COLE Automatic Watch collection is just the thing for the customer who is looking for a timeless style that will never look dated. This timepiece's perfectly rounded two-tone stainless steel and black case, combined with its black dial and black leather strap, are as elegant as they are understated, creating a beautiful go-to piece that will work with any outfit.

Stainless steel watch with leather strap
genevawatchgroup.com



IT'S GENETIC

MEJIA JEWELRY's DNA Double Helix stacking ring is as unique and fascinating as the strands of genetic material that inspired its design. Each one of these marvelously textured rings is handmade in lush 18K yellow gold, so no two are identical. This would be an extremely cool wedding ring for a scientifically minded couple, or a clever push present for a new mother.

18K yellow gold ring
mejiajewelry.com
\$800

GENUINE GEMS

JOSEPH BROOKS JEWELRY is the perfect brand to make sure you're ready to deliver on the red-hot BoHo gemstone jewelry trend. This line is (rightfully) famous for its raw beauty and punk rock boldness. Joseph Brooks Jewelry's extensive offerings use exclusively un-dyed gems and crystals and even take stone properties and energies into account while creating their designs.

Peridot bracelet on hand-knotted cord
josephbrooksjewelry.com

\$270



EVERYDAY DELIGHTS

The Useful Objects collection from MINED + FOUND takes its inspiration from antique chateaufines.

It's a melding of utility and grace, the ordinary and the extraordinary. These everyday objects are given new significance when rendered in gold and precious gems. Rather than utilitarian objects, they become powerful symbols. For example, this matchbox charm is called "Hope."

14K yellow gold pendant with enamel and diamond
minedandfound.com

\$3,850

