

INSTORE[®]

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THE MAGAZINE FOR THE
AMERICAN JEWELRY STORE OWNER

Cover jewelry
by L. Klein



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925 sterling silver and 24K gold-plated Italian-made jewelry with Swarovski crystals from the Lisbon collection by Rebecca Jewelry includes earrings (\$269) and doubled-up necklace (\$719) worn by model Francis Zapico (left), and earrings (\$139), short necklace (\$399) and long necklace (\$649) worn by model Elena Beezley (right). Visit rebecca.it or contact IFE LUX Group for more information at info@ifeluxgroup.com, (786) 534-2676. PHOTOGRAPHER: Antonio De Santo and David Pannocchi. AGENCY: ADESSO Agency.

DECORATE YOUR DÉCOLLETAGE

Sometimes more is more *BY BECKY STONE*

Now that the opulent excess of the #neckmess style has been trending for a few years, the urge to layer has reached even the more conservative necklace wearers. That's good news for retailers because you can't curate a layered look without multiple elements. Emphasize the desirability of particular pieces as complementary layers, and you just might make two sales instead of one.



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SUMMERTIME MADNESS

Imagine what you'd want to wear to a party at the end of the world: This colorful, exuberant, insouciant blend of luxury boho and summer-camp craft-project vibes has exploded just in time for Hot Vax Summer. With a nod to the 70s, it's celebratory, nostalgic, and a little bit wild.



14



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10. JANE BARTEL 18K yellow gold necklace with rubies. \$2,700, (213) 810-2176, janebarteljewelry.com | **11. TANYA MOSS** Sterling silver necklace with mother of pearl. \$309, +525551005585, tanyamossjewelry.com | **12. ELSIE FRIEDA COLLECTION** African vinyl record bead necklace with gold clasp. \$195, (804) 380-2671, elsiefrieda.com | **13. MEJIA JEWELRY** Sterling silver necklace with ruby beads and removable cameo padlock. \$2,000, (516) 776-0105, mejiajewelry.com | **14. JENNIFER DEMORO JEWELRY** 14K yellow gold pendant with emerald, topaz, amethyst, and sapphire. \$2,800, (925) 577-5224, jenniferdemoro.com | **15. PINKY SWEAR** Sterling silver necklace with turquoise and pearl. \$145, (503) 758-1962, pinkyswearjewelry.com | **16. MAY CAME HOME** Keshi pearl necklace with sterling silver enameled clasp. \$640, (917) 517-5624, maycamehome.com | **17. VENYX** 18K white and yellow gold necklace with azurmalachite and diamonds. \$6,700, info@venyxworld.com, venyxworld.com | **18. CHRISSY LIU JEWELRY** Sterling silver necklace with sapphire, pyrite, and fordite. \$1,130, (724) 448-5371, chrissyliujewelry.com