

INSTORE[®]

THE MAGAZINE FOR THE AMERICAN JEWELRY STORE OWNER

MAY 2022

Cover jewelry by Evocateur



SPECIAL FEATURE
living large with lab-grown

The latest analysis, statistics and tips on lab-grown diamonds

the big story

problem solvers

How to handle common customer complaints

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18 new earring styles

★ **curb appeal**
How to evaluate your storefront

★ **game time**
One retailer's creative spin on events

★ **logo mojo**
Top examples of brand stamps

INFRONT

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Services

ELEVATE YOUR EARRINGS

Basics don't need to be basic *BY BECKY STONE*

Earrings aren't the most wildly popular category of jewelry at the moment (that honor goes to necklaces), but the need for earwear is always there, even in times when it's not topping jewelry lovers' lists. People always want gorgeous go-to earrings that they can throw on anytime and spectacular statement pieces for special occasions. The challenge is to make sure your stock is so good that it gives customers a reason to buy from a category that they may not have been thinking about when they walked in the door.

Jewelry by Nan Fusco includes mismatched mixed yellow/white gold and diamond link earrings with removable bottom links, \$4,800; mixed yellow/white gold links with mixed metal pavé shield necklace, \$4,990; mixed metal sterling and yellow gold one-of-a-kind Morrisonite pendant with faceted citrine and heavy sterling curb necklace, \$5,400; mixed metal sterling and yellow gold pavé ID bracelet with gold fringe, \$4,080; and mixed metal sterling and yellow gold heavy link bracelet, \$3,300. Visit nanfusco.com or call (949) 291-7400 for more information.

MODEL: MEAGAN LEE
PHOTOGRAPHER: RACHAEL DICKENS

NEW ARRIVALS
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+

JEWELRY PRO GEAR
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EVERYDAY TREASURES

I'm not calling these earrings "everyday" because they're pedestrian — it's because they're immediately indispensable. Each of these tiny treasures is so good that your customers will want to wear them again and again, reaching for them over all others until having these pretties on their ears feels like an integral part of who they are.

1. **ACANTHUS** 14K yellow gold earrings with carved crystal quartz and diamonds. \$880, (573) 590-0827, acanthusjewelry.com | 2. **GABRIEL & CO.** 14K yellow gold earrings with diamonds. \$1,705, (212) 519-1400, gabrielny.com | 3. **AURELIE GI** 14K yellow gold earrings with diamonds. \$215, sales@chicpistachio.com, chicpistachio.com | 4. **ROYAL CHAIN** 14K gold earrings. \$270, (800) 622-0960, royalchain.com | 5. **JEWEL LAB** Sterling silver earrings with diamonds. \$700, +5068830583, jewel-lab.com | 6. **MEJIA JEWELRY** Sterling silver and 14K yellow gold earrings with Ethiopian opal cabochons. \$980, (516) 776-0105, mejiajewelry.com | 7. **MERCURIUS JEWELRY** 14K Fairmined gold earrings with recycled diamonds and cactus agate. \$700, (510) 214-3063, mercuriusjewelry.com | 8. **CLASSIC OF NEW YORK** Rhodium-plated sterling silver earrings. \$65, (212) 944-1300, classicnyco.com | 9. **MEGAN THORNE** 18K yellow gold earrings with diamonds. \$1,087, (817) 920-7623, meganthorne.com

