

1512-4

Mark Nelson shares display ideas for selling jewelry.

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Please continue to page 2 for project instructions.

Guest:



Mark Nelson



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Displaying Your Jewelry Effectively

To effectively display your jewelry pieces, put yourself in the customers' place and look at things from a shopper's perspective. As a shopper, you want to be able to move comfortably from one piece to another. You want to be able to discern a pattern or an organization to the displays that makes it easy to spot the jewelry styles you may be interested in—or the type of metal or variety of gemstone you may be interested in—without your having to work at it. You want to feel that you are welcome, valued and well-served just by the atmosphere the jeweler has projected with the displays. As the creator of your jewelry and the displays you set up, think about your displays as if they were an architectural landscape in a park, and arrange your features to draw your visitors around the display like an afternoon stroll through their favorite park.



Display Tips

- **Proportion & Scale**—Choose a display for each piece that is proportional to the jewelry item so that the focus is drawn to and remains on the jewelry and not the display itself.
- **Balance**—Arrange the overall display to have a pleasant balance across the width of your display area; avoid collecting all heavy, large display components to one side and the lighter, more delicate displays at another (unless, of course, you balance the lighter pieces with height).
- **Depth & Dimension**—Use your space and your colors to create a look that is cohesive and compelling. Use height, too, with risers (even books, blocks or other props) to attract attention and give the viewer's eye a clear path across your collection as well as a variety of places to stop and rest.

See next page for more Display Tips and a list of the displays shown above.

Display Tips (continued)

- **Color & Contrast**—Use color deliberately. Choose a palette of colors that complements both your store's look or personality and the jewelry that you're showing. Neutral colors are easy to coordinate with a variety of jewelry tones, metals and gemstones, crystals and beads. The colors should have a theme. Products such as patented ChangeForm-Covers allow you to instantly refresh display busts or to change colors to coordinate themed or holiday displays.
- **Mirrors & Lighting**—People love to see themselves in your work; include mirrors in your display that lets customers try on and see your pieces against their skin and clothing. Place lighting so that each piece is illuminated and shadow-free, but indirect so that it doesn't blind customers.
- **Organization & Overcrowding**—Avoid packing your display with everything you have; keep all the displays populated but airy and accessible. An overcrowded display makes it hard for customers to truly 'see' what you're showing; the eye has no place to stop and rest, and the effect is busy and uncomfortable. Also, having products in the back or under the counter allows you to open conversations with customers as they're browsing and gives you more substance as a designer that there is always 'more in the back.'
- **Pricing**—Always show pricing, discreetly but clearly. The familiar truism that 'if you have to ask, you can't afford it' is a visceral reaction to unpriced merchandise; people are reluctant to ask, fearing that the price will be high. Use appropriately sized tags or pricing cubes. Price sheets are a great idea for trade shows—you are busy with one customer while others are browsing. A price sheet allows them to get answers without having to wait for you. If they see something they like, and the price is right, they will wait. They can also take the list away with them and come back or contact you later (so make sure your contact information is on the sheet).
- **Packaging**—A box, bag or tote in which to present the customer's purchases will give your work an essential air of professionalism. In addition, if you can personalize these items with your logo or business name, you ensure that the customers will think of you again once they get their purchase home.

Displays shown:

Order #	Description
400-501/F52	Natural linen five-piece riser set
400-754/F52	Natural linen large riser
400-755/F52	Natural linen medium riser
400-628/F52	Natural linen double-easel necklace display
400-627/F52	Natural linen necklace display
400-632/F52	Natural linen Pretty Fingers™ five-finger ring display
400-631/F52	Natural linen Pretty Fingers™ three-finger ring display
405-111/F52	Natural linen T-bar earring display, tall
461-663/F52	Natural linen T-bar earring display, short
400-626/F52	Natural linen necklace bust
401-504/color	Large ChangeForm-Cover bust cover*
401-503/color	Small ChangeForm-Cover bust cover*

*ChangeForm-Covers (not shown) are available in:
/21 Midnight blue velvet, /25 Bright berry velvet,
/31 Evergreen velvet, /32 Peridot velvet,
/06 Sky-blue satin and /30 Pale orchid satin