

volume 3, issue 2

# Instore

THE MAGAZINE FOR THE AMERICAN JEWELRY DESIGNER

**ALTERNATIVE SALES MODELS EXPLORED**

## **CHANGE YOUR STORE!**

DESIGN FEATURE

### **COLOR CLUB**

*New Colored-Stone Jewelry Rocks*

ALSO INSIDE

**COWARDLY SALESPEOPLE**

**MAKING FREE SERVICE CALLS**

**DO YOU KNOW YOUR CUSTOMERS?**

TO KEEP **INSTORE** COMING TO YOUR STORE, FILL OUT THE **FREE** SUBSCRIPTION CARD **INSIDE!**



## ▲ making you look good

Jewelers' newsletters are looking better than ever these days — thanks in part to jewelry retail consultants like **McGeehan Marketing**, who are creating colorful, professional-looking custom newsletters for stores around the country. Images are sourced from industry-related promotional associations such as the World Gold Council as well as jewelry makers and top designers. Included articles demonstrate a timely grasp of breaking trends and industry news as well. For more information on pricing, call (909) 584-7613 or send an email to [jmcgeehan@jpa.net](mailto:jmcgeehan@jpa.net).



## ◀ smooth sellers

Retailers looking to diversify their product lines or generate interest in colored stones may want to consider

### **Artemis Woman's Healing**

**Gems Microdermabrasion System.** The company has introduced a range of aromatherapy facial scrubs ranging from Amethyst Spirit to Topaz Power. These beauty and wellness products "contain natural oil blends designed to enhance the energetic properties of gemstones," the company says of its new product line. For more information call (805) 969-3744.

## overnight success ▶

### **Overnight Mountings and Findings**

recently released three new catalogs highlighting the company's latest products. *The Guide to Right Hand Rings* is a 16-page catalog that contains 75 products,

as well as useful sales information. The company has also released *The Chandelier Collection*, a catalog of 25 designs that focuses on today's hottest earrings trend. The last catalog is *Overnight Creations*, a 36-page catalog which features hundreds of three-stone ring designs. For more information, or to order your free catalogs, call (888) 731-1111.

