

MONTHLY SURVEY

How were April sales compared to the same period last year?

TOTAL RESPONSES: 282



HOT BRANDS

Jewelry vendors mentioned by one or more of the 134 survey participants who replied when we asked which vendors — both new and old — they'd be trying to meet at summer trade shows:

HEARTS ON FIRE (16), **LESLIE'S** (6), **SIMON G** (6), **STULLER** (6), **HOT DIAMONDS** (5), **PANDORA** (5), **IMPERIAL PEARLS** (4), **BELLARI** (4), **BREUNING** (4), **ROBERTO COIN** (4), **SIMON GOLUB** (4), **COLOR CRAFT** (3), **LAU INTERNATIONAL** (3), **QUALITY GOLD** (3), **ROYAL CHAIN** (3), **CARLA** (2), **FREDERICK GOLDMAN** (2), **GABRIEL & CO.** (2), **GORDON BROTHERS** (2), **GREGG RUTH** (2), **HERCO** (2), **IDAHO OPAL** (2), **JB STAR** (2), **MARCO BICEGO** (2), **MIKIMOTO** (2), **NELSON** (2), **PENNY PREVILE** (2), **RAYMOND WEIL** (2), **SCOTT KAY** (2), **SWAROVSKI** (2), **SWISS ARMY** (2)

HOT SELLERS

► When going to trade shows, I never go to see my normal vendors. I know what they have and already have the connection. I try to find items. I don't have anything that is a must-see. — **Rodney Wims, Gold & Diamond Outlet, Portland, TN**

► Reliable: **ALISA UNGER, BOMA SILVER, ELLE** silver. — **Terry Paresol, Paresol Jewelers, Lakeland, FL**

► **MOTHER AND CHILD** collection from **CARLA**. — **Blanche and Luke Schmidt, Schmidt Jewelers, Arkansas City, KS**

► **PENNY PREVILE, ROBERTO COIN** are some new ones. **JB STAR, BERGIO, ASCH-GROSSBARDT** are old reliables. — **Hope Wixon, Wixon Jewelers, Bloomington, MN**

► **SECUREHOOP** hits the right price point and moves quickly. — **Treva Roberts, Diamonds & Designs**

By **None Other Goldsmiths, Gohanna, OH**

► **MARK PATTERSON** is a new vendor we are very excited about. — **Sarah Meister, Peter Indorf Jewelers, Madison, CT**

► **DANGLER STUDIOS**, in particular **MARRIAGE SYMBOL** and the new **WAVES OF LOVE**. — **Kyle Hain, NC Diamonds & Gems, Durham, NC**

► New: maybe **A. JAFFE** for the look of their **SIGNATURE SERIES** bridal — **Michael Freed, Palmer's Jewelry, Kokomo, Indiana**

► We're thrilled to add **LYRIC** from **FREDERICK GOLDMAN** to complement our **HOT DIAMONDS** line which is selling like crazy. — **Casey Gallant, Stephen Gallant Jewelers, Orleans, MA**

► The old reliables are **HEARTS ON FIRE, REGO, SIMON G.** and **GOTTLIEB**. New lines we're going to look at are **COLOR CRAFT,**

EICHORN, STARDUST DIAMONDS and **MICHAEL WERDIGER**. — **Tina Snelling, Pugh's Diamond Jewelers, Zanesville, OH**

► Old reliables are **STULLER** and **SPEIDEL**. — **Lynnwood Herring, Herrings, San Antonio, TX**

► New: **SCATOLA DEL TEMPO** watch-winders, **PENNY PREVILE, LESLIE GREENE, CATHY WATERMAN**, some non-branded quality goods from Hong Kong. Tried and True: **CHRISTINA TERMINE, MIKIMOTO** (I think this is going to be a pearl year). — **Steven Goldfarb, Alvin Goldfarb Jeweler, Bellevue, WA**

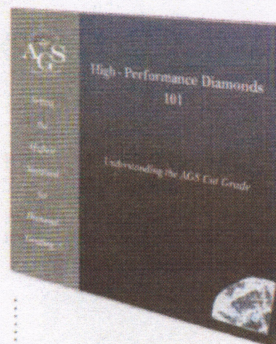
► New: we plan to look at **STEVEN DWECK** and possibly some others. As for current vendors, we will see **JOHN HARDY** and **KONSTANTINO TREASURES**. — **Lance McIntosh, Robert Lance Jewelers, Lubbock, TX**

SERVICE SHORTS

MAKE YOUR BUSINESS EVEN BETTER

grading aces

The **AMERICAN GEM SOCIETY (AGS)** is now offering *High-Performance Diamonds 101: Understanding the AGS Cut Grade*, **PICTURED**, a guide to the group's new light performance-based diamond-grading reports. A better understanding of the system and the Society's Diamond Quality grading report can only help you with your diamond sales. For more information, call (702) 233-6120.



to have a sales trainer at every weekly store meeting? Now it's possible with industry sales expert **BRAD**

new fair

The **MANUFACTURING JEWELERS & SUPPLIERS OF AMERICA (MJSA)** group has announced its own trade event, called the **TRADE SHOW FOR JEWELRY MAKING**. The two-day event will run from September 27-28 at the Rhode Island Convention Center. For more information, call (800) 444-6572, extension #3032.

online training

Wouldn't it be great

light systems. The showcase lighting fixture model **ST** and the shelf track fixture model **CT** use 20-watt halogen bulbs to produce as much light as a 150-watt incandescent light. Achieve excellent color rendition in your loose stones and jewelry with cost-efficient lighting systems available in a gold or silver satin finish. For more information, call (201) 434-6853.

novell idea

Jewelry producer **NOVELL** has teamed up with Wedding PodcastNetwork.com (WPN) to produce a podcast dedicated to helping consumers make the better informed engagement-ring decisions. When users arrive at WPN's homepage, they can click on the "newlywedcast" link to find the podcast page. Other helpful podcasts are available on WPN's homepage to help young couples plan their wedding.

low wattage

ECONO-LITE PRODUCTS recently rolled out two new low-voltage halogen

MORE SERVICES

► **LEACH & GARNER COMPANY** announces two new additions to their Baby line — a threaded eartut and post combination. The post has improved thread functionality and a positive stop that eliminates pierce-through for dramatically improved safety in baby jewelry. For more information, call (800) 345-1105.

► **FILE-A-GEM** introduces its Appraisal Package. The jeweler's regular appraisal document can be inserted into the appraisal cover, making the complete presentation look more professional. For more information, call (620) 856-3800.

► To learn more about the **DIAMOND TRADING**

COMPANY'S (DTC) 93 sightholders, the DTC has created an online directory. Go to www.dtc.com/ sightholder. There are complete profiles on every sightholder including company backgrounders, the goods they deal in, consumer-level marketing initiatives and any additional services that are provided.



BE IN THE BRAIN SQUAD!

TO RECEIVE INSTORE'S MONTHLY SURVEYS, EMAIL BRAINSQUAD@INSTOREMAG.COM