

INDESIGN

July / August 2009 | For the retailer of fine jewelry design



world's coolest stores

**FIVE STORES SETTING
THE GLOBAL PACE**

SALES PITCHES
**year's top
trends**

IF I OWNED
harry paul

DESIGNER
PROFILE
**raffaella
mannelli**

SPACE
WORKS
walls

customer types 40+ fabulous

A 40-SOMETHING STUNNER who wears fine jewelry that befits her age and beauty, she's got sass and style and the wherewithal to show it off with bold jewelry choices. She knows what looks best on her, so it's best to steer her to your high-level designs and get out of the way. You are just her tour guide in jewelry heaven. Let her explore. — BY CINDY EDELSTEIN



Her earrings have a lot going on, so balance it out with a smaller necklace. Dramatic doesn't mean everything has to scream, "Look at me!" This is also the kind of jewel that can become a talisman for the wearer.

Diamond-encrusted Crescent Moon necklace in 14K gold, by EMILY KEIFER FINE JEWELS. Suggested retail price: \$2,100



Richly detailed earrings will interest our dramatic lady. She likes jewelry that has a strong sense of style and something to say for itself. These earrings speak volumes about ancient goldsmithing techniques, quality and an attention to detail.

22K gold granulated diamond and Tahitian pearl earrings, by ZAFFIRO. Suggested retail price: \$5,150



A "wow" ring makes a great "now" statement and helps our fabulous lady stand out from the crowd. This ring is hip yet sophisticated, and yellow is the hottest color of the year.

Yellow agate cocktail ring in 18K gold, by JOLIE B. RAY DESIGNS. Suggested retail price: \$1,750

This customer is no novice jewelry buyer, so you'll have to show her jewels that give her a chance to add something different to her

wardrobe. Black diamonds are still quite exotic for most consumers, so mixing them with white diamonds will give her a ring that her friends will "ooooh" over.

18K white gold ring with white diamonds (1.88 TCW) and black diamonds (1.08 TCW), by YAEL DESIGNS. Suggested retail price: \$12,278

about the author

CINDY EDELSTEIN is the owner of Jeweler's Resource Bureau, a niche marketing firm that offers the industry unique solutions for helping designers and retailers connect and profit together. Her newest brainstorm is www.JewelryDesignerFinder.com, the ultimate sourcing tool for retailers seeking designer collections and connections.

